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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

APRIL 13, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 15
WASHINGTON, D. C.

"FROM NOW ON, WE'RE NEIGHBORHOOD SHOPPERS!"

● Even in the busy suburbs of New York and Chicago, restrictions on cars and tires will soon be revolutionizing most people's shopping habits. But out here in Iowa—*wow!*

Hence when you're selling to Iowa people, you've now *got* to think about thousands of stores, in hundreds of small towns. Iowa, with 2,535,000 people, has only *one* city over 100,000! Today, you can't depend on a relatively few outlets in larger communities.

You've got to make people demand your goods, at thousands of *little* stores all over the State.

That's a big advertising job. So big that it cannot be achieved through small advertising media. There are 17 commercial radio stations in Iowa. But it has been proved that *more than one-half of all Iowa families spend more than 70% of their listening time with WHO.* . . . If you want the complete facts, write us today, or just ask Free & Peters. You'll be given an accurate picture of Iowa listening habits — station by station, and county by county. Why not get it *now?*

WHO
+ *for* IOWA PLUS! +
DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

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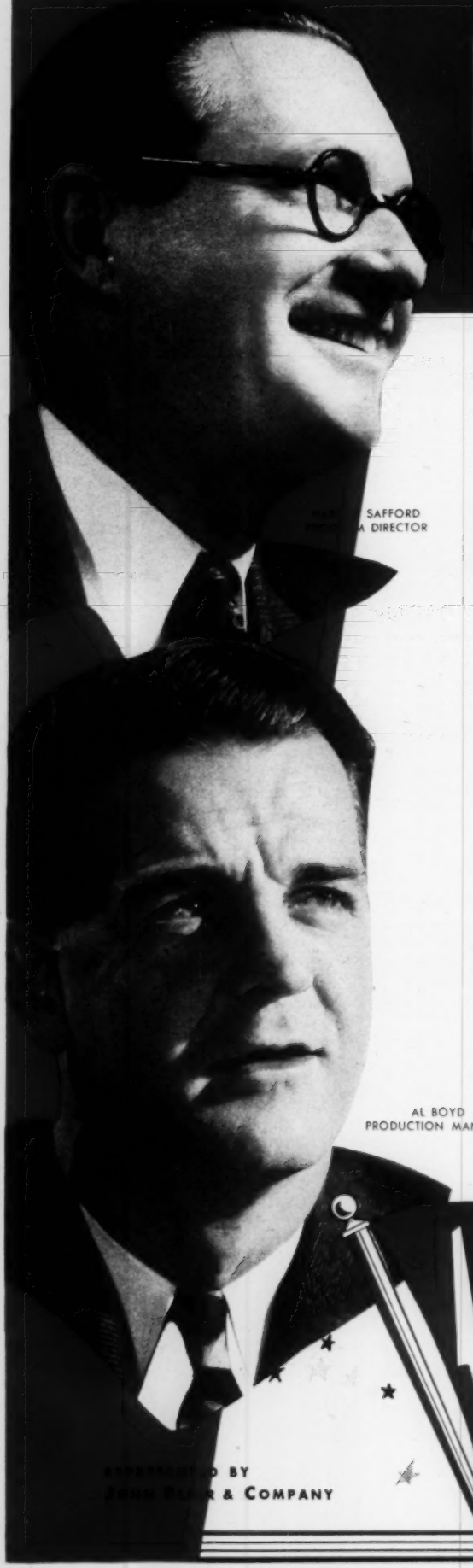

SAFFORD
A DIRECTOR

AL BOYD
PRODUCTION MANAGER

They Produce

Programs & Results

. . . MORE THAN A MILLION LETTERS A YEAR!

THESE men—our program director, production manager and their staff—have learned the preferences of the Mid-Western radio audience, through long association with WLS. That's why WLS programs are tailor-made to please families in the homes of Mid-West America.

A PERSONALITY ALL ITS OWN

That is the story behind the popularity of WLS. Good programs build circulation, and in radio, that means listeners. The programs these men produce are typically WLS programs, produced by our staff, in our studios, and with our WLS entertainers. Mid-West radio listeners like these distinctive programs. They can only hear them on one station—*WLS*, the station with an individuality. More than a million letters a year from these programs have made our slogan famous: *"WLS Gets Results."*

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO

The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-DOUG

KEEP 'EM SPINNING

...and you'll KEEP 'EM LISTENING

In the wee sma' hours, when you're staying on the air long past your sign-off time for that important news flash—*that's when you'll appreciate your library service!*

When your schedule is knocked for a loop by a last-minute switch—or broken into by a "must" program—you'll be grateful for the *variety and flexibility of a good library service!*

And when your staff is depleted—you'll sigh with relief as the simple, comprehensive filing system of a good library service *helps you build programs and assemble discs with a minimum of time and effort!*

Mighty good reasons why your library service is more essential now, in wartime, than ever before. As the nation's Number One morale builder, radio's job is to keep 'em listening—and one of the best ways to do that is to *keep 'em spinning!*

KEEP 'EM V SPINNING

★ *Standard Radio*

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

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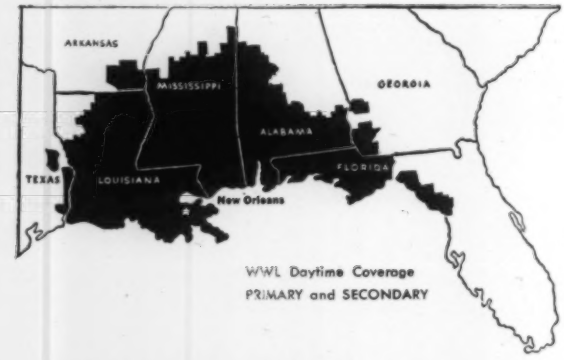

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Thousands of miles from the Crescent City, our fan mail attests, thousands of listeners tune in the 50,000-watt clear-channel voice of WWL regularly. It's plus advertising for you, of course.

But undisputed dominance in the entire trade territory of the South's largest city is the real payoff in profits when you use . . .

The greatest selling POWER
in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

APRIL 13, 1942

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PS-ST! WANT TO BUY SOME PANTS CUFFS AND A VEST?
Try KFAB instead. 'Twill suit you better in every way. Programs are tailored especially for you, for your audience. KFAB'S coverage is of roomy dimensions, reaching throughout Nebraska and her neighboring states. You need KFAB, to sew up the sales in the farm markets of this area.
DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.
KFAB
LINCOLN

THE Fifth ESTATE

VISITING VOICES IN THE LIVING ROOM

WE had visitors last night.

Perhaps you've heard of them. Franklin Roosevelt, Winston Churchill and Chiang Kai Shek. Right here in my living room. Can you imagine it?

Thirty years ago you couldn't! Neither could I! But, today, presidents, kings, statesmen, the history makers of the world come in and talk the situation over with me.

And it's so intimate . . . so personal that it's hard to realize they're visiting 55,000,000 homes, too!

For instance, when the President came on he hadn't spoken two minutes before my wife said, "Oh, Mr. Roosevelt has a cold!"

Can you imagine it?

No wonder anybody who wants to tell me something . . . or sell me something uses radio. It's so personal . . . and so convincing. I guess that's why I buy Jack Benny's dessert and Bob Hope's tooth paste.

WSM is proud that as a part of the great Fifth Estate it is the easiest, quickest and most personal medium between the American public and people who have something to say . . . . . or sell.

Air Castle of the South — W — E — 50,000 WATTS — CLEAR CHANNEL

WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES. EDWARD PETRY & CO., INC.

ONE OF A SERIES FEATURING THE MEN AND WOMEN WHO MAKE SONOVOX SERVICE

As a child in Kansas City, Missouri, Margaret Royster took up the study of the violin, and was soon acclaimed as the possessor of a remarkable musical talent. After winning many local distinctions, she won a five-year Fellowship at New York's famous Juilliard Graduate School of Music. In 1936 while on concert tour she met Gilbert Wright. They were married in 1937. An artist of rare abilities, Margaret Royster Wright not only developed the technique of Sonovox articulation, but has also trained most of the skilled articulators whose work you now hear daily on the radio.

Presenting MARGARET ROYSTER WRIGHT, helpmate of Sonovox

Ask the U. S. Patent Office *"Who invented Sonovox?"* and they will say "Gilbert Wright." But ask Gilbert Wright himself, and he will certainly say—"Peggy and I." Nor is this mere husbandly gallantry. Margaret Royster Wright, with her energy, her versatility and her great musical talent, deserves much of the credit for the entire Sonovox development. But most especially, it was Peggy Wright who perfected the technique of Sonovox *articulation*—the sine qua non of talking and singing sound.

So when you hear the Sonovoxed "singing Novachord" on the Guy Lombardo program (Saturday nights on the Red Network), you can remember Peggy Wright!

Also when you hear the "talking fog horn" on the *Big Town* program (Thursday nights on C. B. S.) and the *Aunt Jenny* program (every morning on C. B. S.) —also when you hear the transcribed Sonovox announcements for Shell Oil, Vel, Palmolive Soap, Wayne Feeds, Junket Quick Fudge Mix, Black Jack Gum, etc., etc.!

Listen to Sonovox on any or all of those campaigns and you'll *hear* why "talking and singing sound" has become radio's biggest sensation in recent years. Then write us direct for any facts you want—or get in touch with any of the Free & Peters offices listed below.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: *180 N. Michigan* Franklin 6373 — NEW YORK: *247 Park Ave.* Plaza 5-4131 — SAN FRANCISCO: *111 Sutter* Sutter 4353 — HOLLYWOOD: *1512 N. Gordon* Gladstone 3949 — ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 15 WASHINGTON, D. C., APRIL 13, 1942 $5.00 A YEAR—15c A COPY

WPB Will License All Building Projects

Non-War Projects Above $5,000 Affected

PROMULGATION last week by the War Production Board of general regulations prohibiting all new civil construction without express authorization, in effect establishes that agency as another wartime licensing authority insofar as broadcast construction is concerned.

The far-reaching order, labelled Conservation Order L-41, bans all non-war construction amounting to $5,000 or more without express permission of WPB. It goes beyond the FCC's recent "freeze order" devised in collaboration with WPB and the Defense Communications Board, since its application is general and applies to all types of construction, whether or not covered in FCC regulations.

Effect on Radio

Order No. L-41, which became immediately effective last Thursday, does not apply to ordinary maintenance and repair work to return a structure to sound working condition "without a change of design". Any construction contemplated beyond the $5,000 limit first must be approved by WPB under the new regulations.

At the FCC, it was pointed out that the recent freeze order anticipated the general civil construction ban. In essence, the FCC's order barred all new station construction except where primary service was not being rendered in a given area.

Under the new order, stations or prospective licensees who have already acquired equipment pursuant to an FCC construction permit, but who have not begun construction, may not do so until WPB authorization is procured. The order bans the withdrawal from inventory and the purchase, sale or delivery of any material for use in such construction unless expressly authorized by WPB. It is equally binding upon property owners, builders and suppliers.

In addition to the halt on general construction without permission, of $5,000 or more, the order specifically limits residential and agricultural construction, except for the general exemption for maintenance and repair work. Residential construction may be started without permission if it is estimated at $500 or less. No new agricultural construction may be started if the estimated cost is $1,000 or more for the particular building or project involved.

In computing costs, the order specifies the amount spent on the project within 12 months of the date of beginning construction and subsequent to April 7, 1942, is included.

Stations now installing new equipment under old FCC authorizations, it is presumed, can complete the installations, provided no new equipment in excess of the $5,000 limitation is required. Recent authorizations, however, automatically are held up until permission is procured from WBP.

Permissible Expansion

Under the order, the specific type of form to be used for construction in the $5,000 or more category, embracing radio, is set out. The type of construction is described as "buildings, structures and projects important to the war effort and essential civilian needs other than housing". Heretofore, P-19 and P-19-a ratings were prescribed. The new order sets out that no further applications will be accepted with those rating designations and that hereafter P-19-h or P-19-i ratings should be applied for. The application forms covering such ratings are PD-200 and PD-200-A. These, according to the order, should be filed with the Field Office of FHA, having jurisdiction over location of the site.

Includes Radio

Leighton H. Peebles, chief of the Communications Branch of the WPB, pointed out that all such applications pass through that branch and presumably automatically will be transmitted to that office if filed with FHA branches. Since procedure already has been established for the handling of communications matters through the Communications Branch, it is expected the present practice will be followed.

While the construction order was issued primarily to halt non-essential projects, because of its general nature, it automatically encompasses radio. Since special provision already had been made for radio through the DCB-WPB-FCC procedure set up under the freeze order, it will tend to tighten up existing established procedure, it was pointed out.

Military Exemptions

Specifically exempted from the construction ban are Government military projects, projects to reconstruct or restore residential property damaged or destroyed on or after Jan. 1, 1942 by fire, flood, tornado, earthquake or public enemy, and projects controlled under regulations which cover the production and distribution of petroleum.

Officials charged with administration of the L-41 order, it was stated, are considering a plan to issue to authorized projects an emblem or insignia to be conspicuously posted on the job, to show that the construction has been approved by WPB.

"Although the order applies only to construction not yet commenced," said the WPB announcement, "projects already under construction are being carefully examined by WPB on an individual basis. Such projects may be stopped

(*Continued on page 55*)

Stocks of Radios Are Reported Heavy As Shift to 100% War Output Proceeds

WITH CONVERSION of industry to full wartime production progressing much more rapidly than expected, Donald Nelson, chief of the War Production Board, last week said that though American standards of living can be expected to suffer after full conversion, there is still enough durable goods being manufactured—plus those in service—to offset the effects for some time to come.

Radio receiving sets were included by Mr. Nelson in the list of durable goods which he said would last for a long time. He also indicated that repair parts would be made available to keep products, including radios, in operation. At the WPB, however, it was said that it would not be feasible to launch a formal radio replacement and repair parts program but necessary materials for parts would be allocated "whenever they came within the scope of the WPB conversion orders as issued".

Heavy Store Stocks

It has been felt for some time that no replacement parts program could be formally carried on since repeated restrictions have been placed on necessary metals for repair parts such as aluminum, copper, steel, tin, lead and zinc [BROADCASTING, March 16].

Bearing out Mr. Nelson's statement that there would be sufficient durable goods to take care of civilian needs for quite some time, Federal Reserve figures on radio receivers show that retailers stocks are far above 1941 figures. Using Boston as an indicator it was found that retailers there have radio receiver stocks 115.5% above 1941 figures. Durable goods figures for the entire country show that retailers' stocks of durable goods are 41% higher.

Radio receiver manufacturers have been quick to respond to the order to convert to full wartime production and in many instances manufacturers are reported to be far ahead of the schedule set by the WPB. On March 7 manufacturers were told that civilian production of receivers would cease April 22. Some manufacturers, such as the RCA-Victor plant in Camden, have already reported full conversion.

The last phonograph-radio to roll off the assembly line at the RCA Camden plant was turned out last Tuesday and presented to the Georgia Warm Springs Foundation.

Taking part in the ceremonies were Robert Shannon, president of the RCA Mfg. Co.; Basil O'Connor, executive chairman of the board of the foundation; William L. Batt, WPB chief of Raw Materials Section, and Billy Fiest, former patient of the Georgia institute, who received it for the foundation.

Peabody Awards Focus on Program Meri

Prizes Conferred On Shortwave Outlets

SHIFTING to evaluation of program merit, as distinguished from station citations a year ago, the second annual George Foster Peabody Awards, radio counterpart of the "Pulitzer Prizes" in journalism, were announced last Friday by S. V. Sanford, chancellor of the University System of Georgia, at a dinner in New York under the auspices of the New York alumni of the university.

The winners were:

Cecil Brown, CBS reporter, for "the best reporting of the news."

***Against the Storm,* NBC daytime serial and *The Bill of Rights,* Norman Corwin's production broadcast last Dec. 15 on all networks, as outstanding in the field of drama.**

Alfred Wallenstein, MBS musical director, in the field of music.

***Chicago Round Table of the Air,* NBC, in the field of education.**

The international shortwave broadcasters of the country for their patriotic service.

Dinner Broadcast

The event was broadcast over three networks on a staggered basis. MBS picked up from 10-10:05 p.m. (EWT); NBC from 10-10:15 p.m., and CBS from 10:15-10:30 p.m.

The awards were established in 1941, covering the year 1940, to perpetuate the name of the late George Foster Peabody, Southern philanthropist, and are administered by the Henry W. Grady School of Journalism of the University of Georgia. The 1941 awards were to stations for "outstanding meritorious public service" during 1940. This year the Advisory Board decided to make awards on the basis of outstanding programs.

First announcement of the 1941 awards was to have been made at the Waldorf-Astoria banquet last Friday. A release had been sent to news and trade papers a fortnight in advance. Premature publication of the award winners by one theatrical publication was branded by university officials a violation of the release and of newspaper ethics.

Board's Summary

Following is the Advisory Board's summary of the five awards:

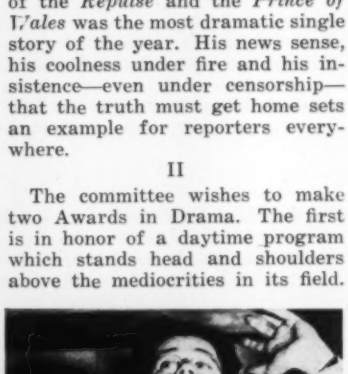
I

The major networks and many of the local stations are to be commended for their news coverage in 1941. The Award for the Best Reporting of the News goes to Cecil Brown of CBS whose dispatches from Cairo, Singapore and Australia were remarkable for their accuracy and their courage. He was frequently in hot spots, and his eye-witness account of the sinking of the *Repulse* and the *Prince of Wales* was the most dramatic single story of the year. His news sense, his coolness under fire and his insistence—even under censorship—that the truth must get home sets an example for reporters everywhere.

II

The committee wishes to make two Awards in Drama. The first is in honor of a daytime program which stands head and shoulders above the mediocrities in its field.

PROCTER & GAMBLE's *Against the Storm,* set at mythical Harper University in Hawthorne, won the 1941 Peabody drama award because of its human interest and integrity and as a standout "above the mediocrities in its field." Of this Monday-thru-Friday serial on the Red, and its author Sandra Michael, John K. Hutchins of the *New York Times* wrote: "They are recognizable human beings instead of figures carved out of the sponsor's product . . . They are sensitive and intelligent and they talked literately of such subjects—not usually discussed on the radio at 3 p.m.—as politics, art and poetry . . . The explanation doubtless is that Miss Michael is herself a sensitive, intelligent and literate person." This is the cast of *Against the Storm* (l to r, bottom row): Alexander Scaurby, Claudia Morgan, Florence Malone, Joan Tompkins, Roger DeKoven; (standing): Charlotte Holland, Chester Stratton, Ann Seymour, Lawson Zerbe.



NORMAN CORWIN has been called radio's foremost playwright, and his selection for one of the two Peabody drama awards was no surprise. His magnificent dramatization, *We Hold These Truths,* broadcast last Dec. 15 by all networks on the occasion of the anniversary of the Bill of Rights, was a landmark in radio drama. So are his *This Is War!* Saturday night programs on combined networks, though it was the former which won him the Peabody award. The program is entitled *Against tha Storm.* Its human interest and integrity are much needed; its author, Sandra Michaels, and its director, John Gibbs—a good team in life as in radio — deserve our Award and our congratulations.

Secondly we wish to confer an Award in Drama upon Norman Corwin, whose program on *The Bill of Rights* demonstrated what patriotism and a fine dramatic sense could do seven days after Pearl Harbor. Here is a program which ought to be rebroadcast until it is familiar.

III

The committee was strongly of the opinion that the Award in Music should go to Mr. Alfred Wallenstein of WOR. Every music lover is grateful for the many fine programs by symphonic orchestras and the Metropolitan Opera Co. But Mr. Wallenstein's work partakes of greater originality; his presentation of the Bach Cantatas, his search for the lesser-known classics, and the beauty and leadership which he has brought to the performance of his Sinfonietta — all these mark him as singularly fitted for this Award.

IV

Many programs were considered in the field of Education. The 1941 Award goes unanimously to the *Chicago Round Table of the Air,* a program which, since its origin ten years ago, has been identified with WMAQ, and for the excellence and spontaneity of which Judith Waller, Allen Miller and Sherman Dryer are primarily responsible. In the days when it is no longer permissible to ad lib, it is well to remember a program which gave free expression to intelligent minds.

V

Finally, it was the committee's opinion that the most worthwhile innovation of 1941 is to be found in the international shortwave broadcasts which have gone from America into the free air of England and into that area of silence, the dominated lands of Europe. It is unfair to single out any one station for this admirable work. Instead the shortwave broadcasters, one and all, and their coordinator, Stanley P. Richardson, should be cited for their initiative and their influence.

Origin of Awards

At the awards dinner, in the ballroom of the Waldorf-Astoria, Robert D. O'Callaghan, New York attorney and president of the Alumni Society, introduced Chancellor Sanford. Plaques were presented to the winners.

The idea for the awards originated with Lambdin Kay, former manager of WSB, Atlanta, and one of radio's pioneer figures. Mr. Kay had suggested the need for "something comparable to the Pulitzer Prizes" for radio to Dean John E. Drewry, of the Henry W. Grady School of Journalism, who, in 1938, presented the matter to Dr. Sanford. The University Board of Regents subsequently approved the plan and the NAB, at its 1940 convention in San Francisco, unanimously endorsed it.

The Advisory Board which selected the winners includes:

Members of the Board

Bruce Barton, president, BBDO; John H. Benson, president, American Assn. of Advertising Agencies; Virginius Dabney, editor, *Richmond* (Va.) *Times-Dispatch;* Norman H. Davis, chairman, American Red Cross; Jonathan Daniels, editor, *Raleigh* (N. C.) *News & Observer;* John E. Drewry, dean Henry W. Grady School of Journalism, U of Georgia; Mark Ethridge, vice-president and general manager, *Louisville Courier Journal & Times;* Waldemar Kaempffert, science editor, *New York Times;* Alfred Knopf, publisher; Grace Moore, Metropolitan Opera Co.; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody; Edward Weeks, editor, *Atlantic Monthly.*

First award winners, announced in March 1941 for 1940, were WSB, Atlanta; KNX, Los Angeles; WBBM, Chicago; WCAU, Philadelphia; WBAP, Fort Worth; WOR, New York; and WGEO (shortwave), Schenectady, in the large station group. Medium-sized stations cited were WJJD, Chicago; WQXR, New York; WOW, Omaha; KSTP, St. Paul; WBNX, New York; WMAL, Washington. KVOS, Bellingham, Wash., was the only small station cited.

SINFONIETTA, an Alfred Wallerstein creation, alone would merit his Peabody award in music, but the gifted WOR-MBS conductor also is noted for his presentations of the *Bach Cantatas*, *Symphonic Strings*, *Classics of the Keyboard* and *Alt Wein*—all memorable contributions of radio to the higher music. He formerly was a member of the board of the New York Philharmonic Symphony and was its first cellist before joining WOR as musical director.

Cecil Brown

THE PERIPATETIC Cecil Brown, who has covered the fighting front for CBS from both sides of the line, holds the unusual distinction of having been barred from the air in both Rome and Singapore. Brass hats of both the Italian and British military organizations found equal distaste in Brown's insistence in using observed facts rather than official handouts in his broadcasts. He is now back in this country and about to embark on a lecture tour.

This desire to see things for himself led to Brown's most notable reportorial achievement, an eyewitness story of the sinking of the British warships *Prince of Wales* and *Repulse* by Japanese torpedos, broadcast from Singapore a few hours after he was rescued from the waters above the grave of the *Repulse*. His remarkable factual story covered every incident from the moment the Japanese attackers were sighted, through the captain's "Prepare to abandon ship; May God be with you" and the sinkings and rescue scenes that followed.

A trained observer and reporter of facts, Brown came through with colors flying on a story that made newspaper and radio news reporting history. Conforming to his professional habit of being there when things happen, Brown was in Yugo-Slavia when the Nazis invaded that country. With Lieutenant Colonel Louis J. Fortier, American military attache there, he started for Belgrade by automobile and made a thrill-packed trip which included repeated narrow escapes, threats by Croat soldiers, final capture by the Germans and later release, then eventual escape to Budapest in Hungary. He was attached immediately to the British Near East forces during the Syrian campaigns, making his headquarters in Cairo.

Among tributes to his ability as a reporter was the award of Sigma Delta Chi, national journalistic honorary fraternity, for the best news reporting of 1941, and the Overseas Press Club's prize for outstanding radio reporting.

Tall, lean and hard, Brown is 33 years old. He was born in Brighton, Pa. He attended Western Reserve and Ohio State universities, being graduated from the latter in 1929. His first news job was as a reporter on the *Youngstown Vindicator*, where he covered police and court beats. After working for United Press on the West Coast and for the *Pittsburgh Press*, the *Newark Ledger* and the *New York American*, Brown joined the publicity staff of CBS in 1937, but the International News Service soon offered him a post as foreign correspondent and sent him to Europe.

In Rome, Brown resigned his INS job to work again for CBS, this time as Rome correspondent. His broadcasts from the Italian capital stood out for accuracy and keen observation, but in telling the truth he had "stuck his neck out," offending Fascist officialdom, and was expelled from Italy.

Last fall, when the war scene began to shift to the Far East, Brown was shifted to Singapore. Following his rescue after the sinking of the *Repulse* and the *Prince of Wales*, Brown's broadcasts from Singapore over CBS presented a striking picture of conditions there and of the progress of the fighting. But again his determination to tell the truth as he saw it brought him into conflict with censorship. The British authorities barred him from further broadcasting from Singapore.

After ineffectual attempts to have the ban lifted at Singapore, Brown went to Australia, where his reports told the world many facts hitherto unrevealed as to the situation in the Far East, and stirred the Australians to a new realization of their own danger.

He has recently returned home to write a book, make a lecture tour and eat his fill of popcorn, a delicacy he found almost impossible to obtain outside the United States.

UNIVERSITY OF CHICAGO'S *Round Table*, Peabody winner in the field of education, is a Sunday afternoon Red Network feature now in its twelfth year, having started in February, 1931 on WMAQ, Chicago. Directed by Sherman Dryer, it brings together notables and experts who first rehearse their ad lib show in the Mitchell Tower studios, then hear playbacks of their words, then go on the air ad lib again. This is a typical group (seated l to r): Dr. Leo Rosten, J. Frank Freeman, Walter Wanger, Dr. Max Radin, with announcer standing.

CECIL BROWN'S dispatches from Cairo, Singapore and Australia, as his Peabody citation states, were "remarkable for their accuracy and their courage." He was in Yugoslavia when the Nazis invaded that country, was captured, released, then proceeded to Cairo. He was on the British battle cruiser *Repulse* when it was torpedoed by Jap planes, his account being one of the all-time highlights of radio reporting. The Peabody prize is his third, for he was awarded the 1941 prize for best radio reporting by Sigma Delta Chi, national journalistic fraternity, and the Overseas Press Club's award for outstanding radio reporting in 1941.

Against the Storm

PROCTER & Gamble's serial *Against the Storm* first went on the Red Network Oct. 16, 1939. The current scenes are laid in the imaginary Harper University, imaginary town of Hawthorne, also in very real occupied France. Main focus of the story right now is in the latter locale, to where Manuel Sandoval, a young anti-Nazi German (of part Spanish extraction) has escaped from a concentration camp hospital in Germany.

One of its distinguishing characteristics is that the author, Sandra Michael, works with a full gallery of characters, instead of revolving about one or two principals as do most serial dramas.

Against the Storm is broadcast in five 15-minute installments each week, or a total of 260 times a year. It will be seen, therefore, that in volume of work alone Miss Michael is required to write the equivalent of 20-odd full-length plays a year. Despite this gruelling schedule, Miss Michael has maintained a constantly high literary standard, and a warming honesty and integrity. Miss Michael has a gift for radio writing—a playwright's sense of dialogue, a novelist's aptitude for narrative construction, and an awareness of what music and sound can mean in radio technique. Her writing usually is timely, often significant, almost always mature and eloquent—at times enormously moving.

Noteworthy is the fact that some of America's and England's foremost poets have read their verses on *Against the Storm*, usually as "guest lecturers" before the English class in Harper University. Edgar Lee Masters was a guest early last year; John Masefield, English poet laureate, was brought in by shortwave last Nov. 3.

Unpublicized for nearly two years, *Against the Storm* first won recognition from two New York critics (Hutchens of the *Times*, Ranson of the *Brooklyn Eagle*) in October, 1941. In February it was one of a dozen wholly dissimilar quarter-hour programs voted most popular in the *New York World-Telegram* poll of radio editors. A month earlier it won second place in the *Motion Picture Daily* poll.

Sandra Michael writes *Against the Storm* alone. She also collaborates with her brother, Peter, on *Lone Journey*, another NBC-Red drama. She is petite, and has blue-gray eyes. Her only hobby is "*Not* writing scripts". Actually, of course, her schedule calls for 260 episodes a year, a fact to which her nominees called attention.

Norman Corwin

THE PEABODY badge of merit goes to Norman Corwin for *We Hold These Truths*, his program on all networks last winter celebrating the 150th anniversary of the Bill of Rights. Heard by the greatest audience ever to hear a radio program, this production received wide acclaim of both press and public.

Despite his remarkable list of

(*Continued on page 58*)

Supreme Court Bolsters Rights of Station

Decision to Affect Several Cases At FCC

IN THE FIRST clear-cut legal victory for the broadcasting industry since the existing law was enacted eight years ago, the Supreme Court of the United States last Monday upheld the right of the United States Court of Appeals for the District of Columbia to issue stay orders against decisions of the FCC whenever it deems the circumstances warrant such relief.

The ruling came in a 6-2 decision, written by Associate Justice Felix Frankfurter, on a question certified by the lower court for instruction as to the scope of its jurisdiction in broadcast legislation. Heretofore, every case that has gone to the Supreme Court involving radio —a dozen in number—since the enactment of the Communications Act of 1934, was on certiorari by the Government.

Bolsters Station Rights

The vehicle for the unprecedented ruling, which bolsters considerably the appealable rights of stations, was the so-called Scripps-Howard case, involving the appeal of WCPO, Cincinnati, from the FCC decision granting WCOL, Columbus, fulltime with 250 watts on 1200 kc., the frequency occupied by WCPO. The Cincinnati station had contended that the grant to WCOL materially reduced its coverage due to electrical interference and that the FCC had erred in failing to give it a hearing.

The question of the lower court's jurisdiction to issue stay orders was certified after the court had divided 3-3 on the issue. The FCC had contended that the court was without such power, despite the fact that it previously had regularly issued stay orders without FCC objection.

The case was argued before the highest tribunal March 3 by Lieut. Paul M. Segal, USNR, the day before he reported for active duty in the Judge Advocate General's office, Navy Department. Thomas E. Harris, former assistant general counsel of the FCC, now with the Office of Price Administration, appeared for the Government.

Lieut. Segal's primary contention that the lower court's action terminated uniform practice on issuance of stay orders, which had been followed for 14 years, was sustained in substance by the Supreme Court majority.

Answering the question of the lower court, the Frankfurter opinion concluded that the Communications Act of 1934, and particularly Section 402 (b), "has not deprived the Court of Appeals of the power to stay—a power as old as the judicial system of the nation."

The majority added that it did not go beyond the question of jurisdiction, but merely recognized "the existence of the power to grant a stay."

"We are not concerned here with the criteria which should govern the court in exercising that power," said the court. "Nor do we in any way imply that a stay would or would not be warranted upon the showing made by the appellant in this case."

The importance of the Supreme Court ruling is reflected in the fact that the lower court has held in abeyance decisions on several cases in which stay order petitions are now pending. Most important of these is the appeal of NBC, on behalf of KOA, Denver, against the FCC decision granting WHDH, Boston, fulltime on the 850 kc. clear channel.

Several Cases Affected

The Boston station already is on preliminary program tests, operating fulltime, and has entered an agreement with the BLUE Network as its Boston outlet, effective June 15. Should the Appeals Court issue a stay in this case, it could mean reversion of WHDH to limited time operation on 830 kc., pending determination of the case on its merits.

Similarly, the lower court now is in position to act on the stay order sought by WCPO. WCOL, however, has been operating on the WCPO frequency for some two years.

Other appeals involving petitions for stay orders pending before the court are those of the Frequency Broadcast Service, an FM applicant in New York, and WOAX Inc., Trenton, operators of WTNJ, against the FCC decision authorizing a new station in that city.

The dissenting opinion was written by Associate Justice William O. Douglas and concurred in by Associate Justice Frank Murphy. Associate Justice Hugo Black took no part either in the consideration or decision in the case, presumably because he was a member of the Senate in 1934, when the Communications Act was passed.

Full text of the Supreme Court's majority and minority opinions in the Scripps-Howard vs. FCC case will be found on page 26.

Dissenting Opinion

Because Congress remains silent on the matter of stays under Section 402 (b), the minority held that the order involved was of a class which is expressly excepted from such relief. Section 402 (a), it contended, allows the appellate court to issue stays.

The majority, in reviewing the proceedings leading up to certification of the jurisdictional question, brought out that originally three judges of the lower court decided by a 2-1 vote to uphold the Commission's contention that it was without power to grant a stay. On a motion for rehearing, made on WCPO's behalf before all six members of the court, the judges divided equally and then certified the question.

Answering the first contention of the Commission that the certificate should be dismissed because of the generality of the question posed, Justice Frankfurter said the court regarded it as "sufficiently specific." The question was:

"Where, pursuant to the provisions of Section 402 (b) of the Communications Act of 1934, an appeal has been taken to the United States Court of Appeals, from an order of the Federal Communications Commission, does the court, in order to preserve the status quo pending appeal, have power to stay the execution of the Commission's order from which the appeal was taken, pending the determination of the appeal?"

Justice Frankfurter called the Communications Act of 1934 "a hybrid." He recited the legisla history leading to its enact and analyzed the various type appeals allowed under it, pert ing both to common carrier other aspects.

"No court can make time sta still," said the majority opini "The circumstances surrounding controversy may change irrevo bly during the pendency of an a peal despite anything a court c do. But within these limits it reasonable that an appellate co should be able to prevent irrepa ble injuries to the parties or to t public resulting from the pre ture enforcement of a determi tion which may later be found have been wrong.

"It has always been held, the fore, that, as part of its tradition equipment for the administrati of justice, a Federal court c stay the enforcement of a jud ment pending the outcome of a appeal."

The court continued that if t administrative agency has co mitted errors of law for the corre tion of which the legislature h provided appropriate resort to t courts "such judicial review wou be an idle ceremony if the sit ation were irreparably chang before the correction could b made."

The court added that a stay i not a matter of right even if i reparable injury might otherwi result to the appellant but that is "an exercise of judicial discr tion" and "the propriety of i issue is dependent upon the ci cumstances of the particular case."

Answering the Commission co tention that since Section 402 (a explicitly authorizes the issuan of stay orders and that the omi sion of any reference in 402 (b) a stay reflects a "deliberate Co gressional choice to deprive t Court of Appeals of this power the majority said that the searc for significance in the silence Congress "is too often the pursu of a mirage." Then Justice Frank further continued:

"We must be wary against inter polating our notions of policy i the interstices of legislative pr visions."

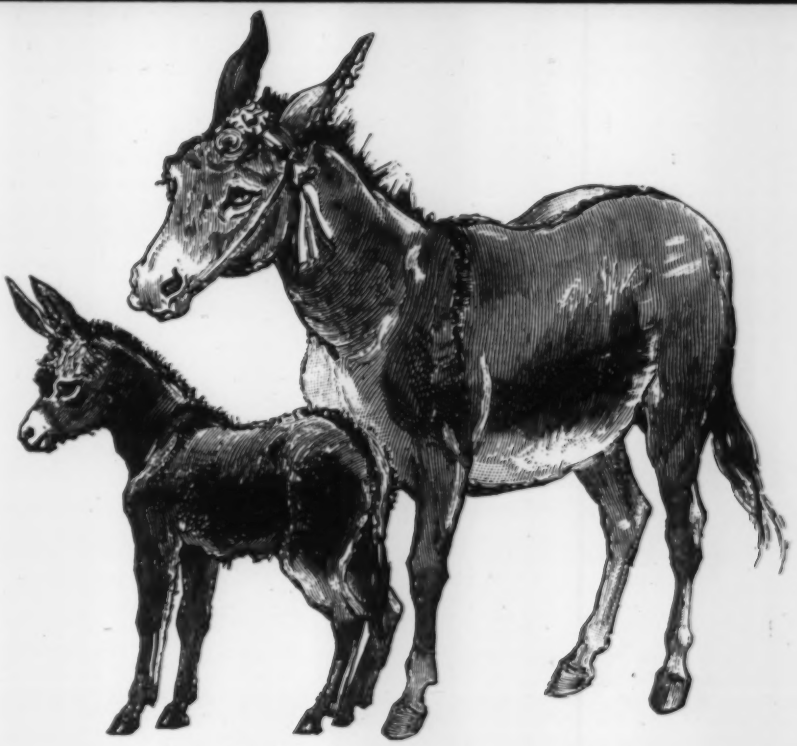
Matter of Convenience

While Sections 402 (a) and 40 (b) route appeals to differe courts, the differentiation was large measure the "product of Co gressional solicitude for the co venience of litigants," the major said. It had no relation to t scope of the judicial function whi the courts were called upon to pe form. Citing examples, the cou said that if the Commission on i own motion modifies a station cense, review is had under Secti 402 (a) in the appropriate distri

(*Continued on page 57*)

PICKING THE WINNERS in the George Foster Peabody radio awards contest was a difficult task, with entries submitted by all major stations as well as the networks. Tyus Butler (left) and Warren Jones, instructors in the Henry W. Grady School of Journalism, University of Georgia, look over the entries. Medals were awarded April 10 (see page 8), with the ceremonies broadcast by the three major networks.

"What's happened to Mr. Agnew, Ma?"



"How many listeners have I?" is not half so important today as "What kind of listeners are they?" For this is an economic war that is changing people, their habits, their incomes, their interests.

Today, a station, in order to offer completely effective service, must do more than merely sell. It must be able to tell you, (a) Whether you're reaching more women than men, or an equal division of both. (b) How many people in every home are listening to your program*. (c) Whether the income group from which you attract the greatest audience will be the one most seriously affected by increased taxes, army inductions and other causes that reflect a changing nation.

WOR can now answer these – and many other – vital questions through the "WOR Continuing Study of Radio Listening in Greater-New York". This personal interview study goes on continuously, month after month. It determines audience value essentially; volume as a matter of course. Its interviewers meet your listeners face-to-face and ask them specific questions – the answers to which give you not our but their opinion of your program, its competition, its value as a hard-cash investment.

These findings – with certain confidential restrictions – are available to all agencies and their advertisers. Their purpose is to make your radio buying and planning an investment for the future as well as the present.

*** One WOR program, for instance, was found to have 18 listeners for every 10 homes checked by personal interviewers. Its major station competitor — with an equal rating — was found to have a total of only 13 listeners for 10 homes!**

WOR

at 1440 Broadway, in New York

Food Groups Told Of Nutrition Plan

Definite Aid to Advertising Seen in Federal Campaign

DIRECTED to food producers, processers, wholesale and retail food outlets and food consumers, a plan of cooperation with the National Nutrition Program has been drawn up by the Office of Defense Health & Welfare Services with the assistance of more than 20 other Government agencies.

The plan is outlined in a booklet now being distriouted by the Associated Grocery Mfrs. of America to newspapers, trade magazines, radio stations and advertising agencies and includes a master chart which shows how the various affected interests can cooperate to make the nation nutrition conscious.

Cooperation of the radio industry is welcomed by the Nutrition Division of the ODHWS and it will consider "sample scripts and suggestions which logically tie in radio endeavors to the National Nutrition Program."

Officials of Government agencies cooperating in the program have pointed out that the drive should normally increase advertising of the foods approved by the Government's nutrition experts, and, as expressed by one official, "the program should result in additional advertising revenue for radio when advertising agencies become fully aware of the great potentialities of the job we are trying to do."

The ODHWS has already prepared a number of scripts for radio which can be used either for full programs or for incorporation in established programs. These can be obtained from the State nutrition committees which are part of the program's setup.

Foods which are receiving greatest attention in the program include milk and milk products, oranges, tomatoes, grapefruit, green or yellow vegetables, bread and cereal, meat, poultry, fish, dried beans, eggs and other spreads such as peanut butter.

It was said that the upswing of the national income should bring a great many additional families into income groups which can afford all the foods required for best diets and that this factor alone should result in greater advertising by food producers and processers in all media.

Cook Book Test

TO PROMOTE *Good Housekeeping Cook Book*, published by Farrar & Reinhardt, New York, a direct sales test campaign has started on WORL, Boston, and WJR, Detroit, both using six weekly five-minute programs. Franklin Bruck Adv., New York, placed the account.

Merck Campaign

MERCK & Co., Rahway, N. J., is conducting a nine-week seasonal campaign of spot anouncements on WEEI, Boston, in the interests of its dichloricide. Agency is Charles W. Hoyt Co., New York.

Disputes Over AFM Contracts Called Purely Local by Union

THERE WERE no repercussions last week from the unprecedented action of MBS in stopping service of all musical programs to WSIX, the network's Nashville outlet, to avert a nationwide American Federation of Musicians strike affecting all MBS stations.

At AFM headquarters in New York G. B. Henderson, assistant to James C. Petrillo, AFM president, emphatically denied charges that the WSIX case is the forerunner of a nationwide drive for increased employment by the AFM, in which the union would achieve its demands through threatened loss of network affiliation for the station if it refuses to accede.

No 'National Plan'

"There is no such national plan nor is any contemplated," Mr. Henderson declared. "In Nashville and in other cities where there have been disputes between radio stations and AFM locals, the situations have been purely local and not inspired by the national union. Whatever action the national union has taken has been merely to assist its locals in working out satisfactory arrangements.

"The general cost of living has increased about 20%," Mr Henderson continued, "a fact that all fair-minded station managements have taken into consideration when negotiating new contracts with their local unions. In only a very few instances has any drastic action been necessary."

Negotiations for new contracts in Baltimore have been satisfactorily concluded, Mr. Henderson said, stating that new contracts with WCAO, WCBM and WFBR have been completed. Each of these contracts calls for a $5 weekly increase per man and $10 for the leader, for the musical staff of each station. Negotiations in Scranton between the local union and WARM are still in process, Mr. Henderson said, adding that there is no immediate concern here as the present contract runs until July.

Queried concerning the AFM Dallas convention in June, Mr. Henderson could not predict whether radio would be discussed. All issues considered by the convention originate in resolutions presented from the floor by delegates of various local bodies, he said, and no one can safely predict in advance what subject these resolutions would concern.

NBC SPOT DEVISES FOOD DRIVE SERIES

WITH national emphasis increasingly placed on nutrition and the nutritive value of foods during the present emergency, NBC Spot Sales has devised a plan for food sponors interested in reaching women in radio homes located in 10 major markets, an audience already established through 10 women's service programs on stations represented by NBC spot and local sales department.

The food movement is spurred by the campaign of the office of Defense Health & Welfare Services (see adjoining story).

Through a large red-and-white promotion booklet, the plan is set forth, together with information on the 10 programs, on which more and more time is being devoted to the subject of nutrition, and which are offering listeners special promotional nutrition charts.

Food sponsors and advertisers of other products may sponsor any one or all of the programs on a package basis, according to the distribution of the product in the various markets, and may buy one or more broadcasts per week at the regular rate for each program.

Estimated audience in the primary areas of the 10 stations is 18,000,000 women, who spend $17,000,000,000, of which $3,000,000 annually is spent in grocery stores alone.

The programs are: Mildred Carlson's *Home Forum* on WBZ-WBZA, Boston - Springfield; Martha Brooks' *Market Basket* on WGY, Schenectady; Mary Margaret McBride, WEAF, New York; Ruth Welles' *Woman's Home Counselor*, KYW, Philadelphia; Mary Mason's *The WRC Home Forum*, WRC, Washington; Evelyn Gardiner's *Home Forum*, KDKA, Pittsburgh; Jane Weaver's *Woman's Club of the Air*, WTAM, Cleveland; Jane Weston's *The Modern Home Forum*, WOWO, Fort Wayne; Lora Price's *The KOA Home Forum*, KOA, Denver, and Gladys Cronkhite's *International Kitchen*.

FIVE-YEAR CONTRACT has been signed for *America's Town Meeting of the Air* by George V. Denny, president of Town Hall and founder and moderator of the forum. Seated with Denny is Mark Woods (right), president of the BLUE, and looking on is Phillips Carlin, the network's vice-president in charge of programs. Under the new contract, the program will be heard the year-round instead of on a 26-week winter season as before. Contract calls for a half year of summer tours, with broadcasts originating in other cities than New York. The program has already started its 1942 tour.

JOHN CAPLES, vice-president of BBDO, New York, has been commissioned a lieutenant commander in the Naval Reserve.

CAMPBELL DROPS ... DUE TO TIN BA...

ALTHOUGH Campbell Soup C... Camden, had signed a 13-week ... newal contract for the CBS *Lau... Ross* program, effective April ... the company last week announc... that because of the tin shortage ... would not continue the five-week ... program after the May 1 bro... cast.

The announcement was made ... same week the program shift... products from Franco-Americ... spaghetti to concentrated sou... and agencies from Ruthrauff ... Ryan to Ward Wheelock C... [BROADCASTING, March 23].

With the cancellation of *Lau... Ross* on 57 CBS programs, Mond... through Friday, 7:15-7:30 p.... Campbell will be using its small... radio campaign in years, with on... two CBS show remaining on t... air, *Bob Burns*, Tuesdays at 8:... p.m., and *Amos 'n Andy* five tim... weekly at 7 p.m.

Another advertiser is understo... to be interested in taking over t... 7:15 p.m. five-weekly spot on C... after May 1, while it is also r... ported that Liggett & Myers Toba... co Co., New York, might shift ... 10 p.m. *Glenn Miller* program f... Chesterfields on CBS into th... earlier period.

SCARCITY OF FATS ... IS SEEN BY C-P-...

FORECAST of a scarcity in fat... oils and rosins, which are used ... the manufacture of soap product... is made in the 1941 annual repor... of Colgate-Palmolive-Peet Co. ... sued last week by E. H. Little... president. Mr. Little pointed o... that a large proportion of the... products have been imported a... that their sources are now elim... nated by the war. The compan... also uses imported essential oils ... compounding perfumes used in ... products, but Mr. Little stat... that it is fortunate in having ... fairly substantial quantity on hand.

C-P-P net sales for 19... amounted to $105,400,000, highe... in the company's history. Becau... of the extension of the war are... the company decided to exclud... from its 1941 financial statement... the accounts of all subsidiaries ... and branches located outside of th... Western Hemisphere. Domestic in... ventories of the company increase... during 1941 to $22,700,000 fro... $14,200.000 a year earlier.

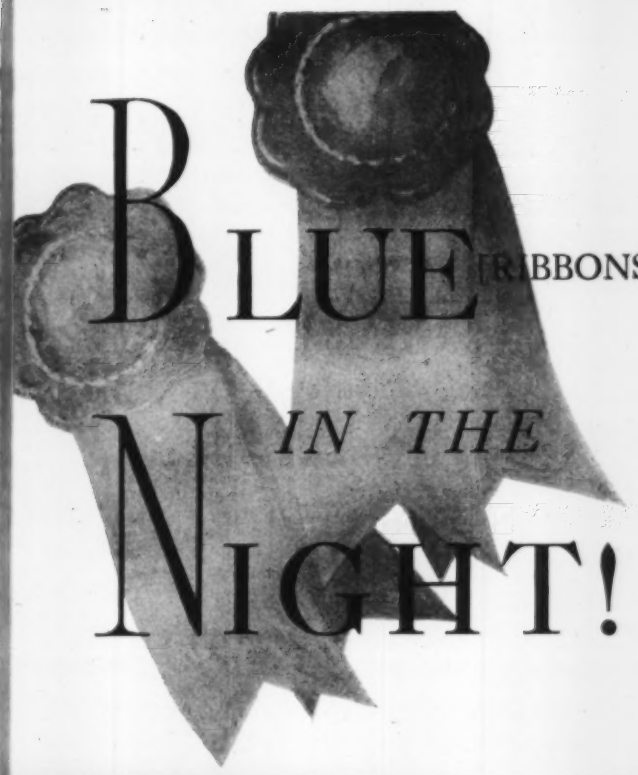
Gen. Foods Continues

DESPITE reduction of net profi... in 1942 because of the war, Genera... Foods does not anticipate any cu... tailment of advertising campaign... for its products, many of which ar... promoted by radio, Colby M. Ches... ter, board chairman, said at th... annual stockholders meeting held... last week in New York. He ind... mated possibility he may retire, d... pending on the war situation.

Larus Adds

LARUS & BROS. Co., Richmo... on April 13 added more stations ... its campaign of five trancribed a... nouncements weekly for Edgewo... pipe tobacco, making a total of ... stations throughout the count... Agency is Warwick & Legler, N... York.

BLUE [RIBBONS] IN THE NIGHT!



TO WHAT DO YOU LISTEN?

6 NIGHTS A WEEK — FROM 6 TO 9

IMPORTANT: Your name was "one in five" selected for this survey. You can be of great aid to us in determining the listening habits of Nashville people by answering promptly.

This is a survey to determine the radio listening habits of Nashville people. Will you co-operate? All you are asked to do is mark the programs you prefer hearing—one program at each half-hour interval from 6 to 9 P. M. Monday through Saturday. Your signature will be appreciated, but is not required. When you have checked your favorites, place this sheet in the stamped, self-addressed envelope enclosed, drop it in the mail, and your job is finished. Thank you!

McINTYRE AND ASSOCIATES

P.S.: If you have more than one radio, and members of your family listen to more than one station at the same time, then mark the schedule accordingly.

1 THIS SURVEY, conducted by Certified Public Accountants in Nashville, went to every fifth name in Nashville's City Telephone Directory, exclusive of business addresses. It sought to determine the night time listening preference of the Nashville metropolitan audience.

RESULTS!

WLAC (NOW 5,000 WATTS)
20 FIRSTS

STATION B (50,000 WATTS
18 FIRSTS

STATION C (250 WATTS)
3 FIRSTS

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

CONCLUSION!

IF WLAC'S **PROGRAMS** HAVE SUCH A DEMAND **NOW** THINK WHAT THE STORY WILL BE WHEN ITS **POWER** IS STEPPED UP TO **50,000** WATTS

3 WHICH PROVES that WLAC has won a clear-cut margin of preference among Nashville listeners. This, mind you, with WLAC's 5,000 watts competing with Station B's 50,000 watts.

WLAC

NASHVILLE, TENN.

F. C. SOWELL, MANAGER. J. T. WARD, OWNER

NASHVILLE'S CBS OUTLET • UP NEWS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

Easing of Rigid Video Rules During War Period Is Urged

FCC Hears Industry Views; Shortage of Men and Equipment Declared to Be Impeding Progress

RELAXATION of rigid operating requirements governing both commercial and experimental television for the duration was urged by a majority of the two-score representatives of television licensees or permitees who attended the FCC special television conference last Thursday in Washington.

The FCC en banc heard views of the television industry, the development of which has been seriously impeded by the war. Restrictions on materials, loss of technical manpower to the military services and the virtual stoppage of receiver production have combined to bog down public and industry interest, it was indicated.

The main topics were whether television should be discontinued for the duration; whether the present requirements of a minimum of 15 hours per week of operation, staggered according to prearranged schedule, should be reduced, and whether experimental operations should continue.

The consensus appeared to favor reduced operation for the duration, to work least possible hardship.

Permittees Canvassed

Following the session the FCC announced it is canvassing all television permittees for progress reports prior to enunciation of the war-time policy. It will learn the percentage of completion of installations under outstanding construction permits; amount of money and material thus far used; additional money and materials required for completion; anticipated dates of completion; man hours already invested, and anticipated requirements and related comprehensive data which will enable it to appraise the status of all licensees and construction permittees.

Several spokesmen indicated the desire to suspend operations during the war because of inability to procure necessary materials. Television, it was stated, is not entitled to any higher priority ratings than standard broadcasting, which has an A-10 rating. Moreover, the new WPB ban on construction in excess of $5,000 might tend to block allocations of necessary materials.

Flexible Standards

Arguments advanced that television could serve effectively in civilian defense instruction were discounted on the ground that service is restricted to a few areas and that receivers in use are so sparse that it could only be a very minor phase of this activity.

W. R. G. Baker, vice-president of GE, as chairman of the National Television Systems Committee, recommended that the present flexible television standards be continued without change.

C. A. Priest, GE television engineer, said his company desired to continue present commercial service and had no objection to the 15-hour per week requirement. He pointed out, however, that audience may be seriously reduced when present tubes burn out and require replacement.

Dr. C. B. Jolliffe, former FCC chief engineer, as spokesman for RCA-NBC, said he felt television should be kept alive if it is of importance in national defense; otherwise it should be closed down for the duration.

Post-War Progress

W. E. Eddy, for Balaban & Katz, Chicago licensee, recommended that television service be maintained, particularly in the light of possible post-war developments. Operation requirements, however, he said, should be reduced during the emergency.

Allen DuMont, who holds construction permits for stations in both New York and Washington, urged continuance of experimental television, though he doubted whether it could expand appreciably because of priority limitations and sparsity of receivers. He declared he is proceeding with construction of his two stations.

D. B. Smith, engineer for Philco, said television would be vital in the post-war economy but urged that the 15-hour per week requirement be relaxed. The rigid schedule, specifying that programs be broadcast in particular brackets each day, should be made more flexible, he advocated. He estimated there are 400 television receivers in Philadelphia, about 5,000 in New York, and from 100 to 125 in Chicago.

Adrian Murphy, CBS television director, asserted that if television continues it should be declared essential in the war effort. Otherwise, he said, engineers will be lost via the draft and diverted to other war operations. He said CBS will apply for necessary priorities to complete its Chicago station.

A. F. Murray, representing Hughes Production Inc., said his company is proceeding with station installations in San Francisco and Los Angeles.

Paul Raibourn, for Television Productions Inc., likewise declared his company was going ahead.

Those Present

In addition to the seven Commissioners, FCC Chief Engineer E. K. Jett; George P. Adair, assistant chief engineer in charge of broadcasting; William H. Bauer, of the legal department in charge of television; John E. Doane, FCC television engineer, and Nathan David, attorney in charge of the FCC Defense Section, participated.

Industry representatives present were:

Paul Kolisch, Dr. C. S. Szegho, Gaumont British Corp. of England and the Raulord Corp., Chicago; B. J. Weigel, U. A. Sanabria, American Television Labs. Inc.; C. A. Priest, B. J. Rowan, General Electric Co.; George R. Town, Stromberg-Carlson Tel. Mfg. Co.; Frank G. Kear, Metropolitan Television Inc.; Adrian Murphy, Peter Goldmark, CBS; Arthur Levey, Scophony Ltd. and Scophony Corp. of America; A. B. Hanson, C. B. Jolliffe, N. E. Kersta, RCA-NBC; Bernard Goodwin, W. E. Eddy, Balaban & Katz; Seymour Turner, Television Productions; W. R. G. Baker, L. C. F. Horle, Bond Geddes, National Television System Committee; A. F. Murray, A. L. Lodwick, Hughes Production Inc.; Harner Selvidge, Kansas State College; W. J. Damm, *Milwaukee Journal*; J. E. Brown, Zenith Radio Corp.; Allen B. DuMont, Charles B. McInnis, Mortimer W. Loew, Allen B. DuMont Labs. Inc.; Louis G. Caldwell, D. B. Smith, P. J. Bingley, Philco Radio Corp.; E. Baudino, L. B. Wailes, Westinghouse Radio Stations; Thompson L. Guernsey, General Television Corp.; Lewis Allen Weiss, Du Lee Broadcasting System; Robert Collyer, Office of Emergency Management; Paul Raibourn, Television Productions Inc.; George Davis, Bamberger Broadcasting System.

HISTORIC MOMENT in the 20 year history of WMAQ, Chicago's oldest station. Here D. F. Kelly, president of the Fair Store and part owner of the station in 1928, is shown signing two aspiring comedians and an announcer for a local program to be called *Amos 'n Andy*. (L to r) Bill Hay, the late Mr. Kelly, Charles Correll and Freeman F. Gosden. The latter two portray Amos and Andy respectively.

CBS War Words

PHRASES and slogans now sign off sustaining shows over CBS. Beginning April 12, the network began to use copy relating to rumors, loose talk, conservation and morale. CBS slogans run along these lines: "If it's a secret, keep it; if it's a rumor, kill it."

SILEN IS BELIEVED PRISONER OF JAP

BERT SILEN, general manager of KZRH, Manila, and NBC's correspondent in that city until it was captured by the Japanese, is presumably a prisoner of the invaders according to a cable received by NBC from Martin Agronsky, NBC correspondent now in Melbourne, Australia. Agronsky said he received the report from a friend of Silen's who recently arrived in Melbourne.

Don Bell, Silen's colleague with whom he made the memorable eye-witness broadcast Dec. 8, 1941, of the bombing of Manila, was captured by the Japs and finally beheaded to death, according to a recent report in *Life* magazine by Melville Jacoby, *Life* correspondent with Gen. MacArthur.

The report on Silen indicates that, although he had an opportunity for evacuation with the group joining Gen. MacArthur on Bataan, he preferred to remain behind in the city and take his chances.

BMI Signs 616

TOTAL number of new BMI eight year licenses signed by broadcasters reached 616 last week, according to Carl Haverlin, vice-president in charge of station relations, who added that 89 have pledged their signatures, making the total 705, including the pledges. States solidly signed with BMI now number 12, while 16 States can be counted as solid according to signed renewals or pledges, Mr. Haverlin stated.

Tobacco Test

RUM & MAPLE TOBACCO Corp., New York, on April 1 started a test campaign of weekly spot announcements for Rum & Maple tobacco and Three Squire Type Mixture on stations in nine States. Account is handled by Brown & Spector, New York.

★

High-paid drillers log the progress of the drill bit as it grinds its way through primeval rock on the way to producing structure.

"MAKIN' HOLE"

KWKH advertisers are "makin' hole"—drilling deep into the heart of the world's richest oil and gas producing area for millions of dollars of spendable income. Oil and gas money goes into all pockets—from farmer to financier, from roughneck to refiner. Oil money **circulates**, buys the products that you have to sell.

No other medium covers the 370,000 able-to-buy families* of East Texas, North Louisiana, and South Arkansas so effectively. When you buy KWKH, you buy the dominant coverage that comes only from 50,000 watts keyed to the unique radio tastes of the area.

*** CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.**

KWKH

CBS • 50 kw

Member South Central Quality Network

A Shreveport Times Station

SHREVEPORT, LOUISIANA

The SELLING POWER in the BUYING MARKET

Radio Press Group To Review Inquiry

Hough Calls Publishers for Session During Convention

APPRAISAL of the status of the FCC's inquiry into newspaper ownership of broadcast stations, now entering its final phases, will highlight a meeting in New York April 20 of newspaper publishers identified with radio, called by Harold V. Hough, head of WBAP-KGKO, Fort Worth, and chairman of the Newspaper-Radio Committee. The committee, formed in 1941, has represented newspaper-owned stations throughout the protracted FCC inquiry.

The meeting will be called in conjunction with the annual convention of the American Newspaper Publishers Assn. at the Waldorf-Astoria. It is scheduled for 3 p.m. and follows the Associated Press annual meeting.

Mr. Hough said the meeting would include a review of what has happened to date and a discussion of future policy. The inquiry began July 23 last year and has continued intermittently, but the FCC still has several exhibits to introduce with likelihood of one or two days more of hearing.

Members of the Steering Committee, in addition to Mr. Hough, include Walter J. Damm, *Milwaukee Journal* (WTMJ); Tennant Bryan, *Richmond News-Leader* (WRNL); Gardner Cowles Jr., *Des Moines Register-Tribune* (Iowa Broadcasting Co.); James M. Cox Jr., *Dayton News* (WHIO); Guy C. Hamilton, McClatchy Newspapers (KFBK); Jack Howard, Scripps - Howard Newspapers (Scripps - Howard Radio Inc.); John E. Person, *Williamsport Sun* (WRAK); Nelson P. Poynter, *St. Petersburg Times* (WTSP).

OFF Ready to Release Radio Information Plan

THE proposed system of "allocations and priorities" governing network and station handling of news, information and advertising emanating from the Government departments will probably be released by the radio division of the Office of Facts & Figures this week. Its details are to be considered by the Committee on War Information at its regular meeting Monday night, it was learned.

Basically, the plan is understood to be along the lines indicated by the recent coal drive [BROADCASTING, March 30], with allocations of definite schedules to networks and their sponsors and priorities suggested on definite subjects to be stressed at given times by individual stations.

There will be no compulsion upon the sponsors, networks or stations to follow the plan, evolved as a result of protracted conferences with committees representing advertisers, agencies, stations and networks, but it is believed they will welcome the OFF's scheme as one measure of relief from the burden of material now being forced upon them by the Government's individual press agents without any organization or coordination.

Other Sponsors Joining General Mills In Broadcasts of West Coast Baseball

FOR THE FIRST time in the years it has sponsored games of the Pacific Coast Baseball League, General Mills is sharing the cost with more than one co-sponsor. Due to the tire rationing and rubber shortage the B. F. Goodrich Rubber Co., which co-sponsored the diamond contests with General Mills for the past several years, dropped radio advertising this season.

General Mills, with other co-sponsors, has contracted for the sponsorship of the baseball games of the Pacific Coast League. It may sponsor later on the games of the Western International League in the Pacific Northwest.

Merchandising Plans

R. W. Stafford, general manager of Westco Adv. Agency, General Mills coast agency, returned to his San Francisco office April 6 following conferences with General Mills executives in Minneapolis. Although the baseball season on the Coast opened April 2, complete merchandising, promotion and advertising plans had not been set in motion until Mr. Stafford's return.

Because all of the baseball sportscasters on the coast contracted by General Mills for the season are now "veterans" due to their many years of service for the client, Mr. Stafford deemed it unnecessary to hold an announcers' baseball school this year.

Wheaties again will be the major product advertised by General Mills and it will be Wheaties which will come in for considerable sales promotion and merchandising in connection with the air advertising.

According to Mr. Stafford, the other co-sponsors which will vary in the different cities, will be:

Seattle, Lundquist-Lilly Clothing Co.; Portland, Ore., Sperry Pancake and Waffle Flour (product of Sperry Flour Co., General Mills subsidiary); San Diego, Cal., Sperry Flour Co., and Wilson Packing Company. In San Francisco, Oakland and Los Angeles, "Wheaties" will carry full sponsorship of all games.

San Diego Included

This year is the first time the Pacific Coast League has permitted commercial radio sponsorship of the San Diego Padres team. Alternate games will be sponsored.

Westco signed the following stations for the broadcasts: KRSC, Seattle; KWJJ, Portland; KROW, Oakland; KFAC, Los Angeles; KFMB, San Diego. KROW will broadcast all "away" games of the Oakland and San Francisco teams by re-creation and will release the home games only when Oakland and San Francisco teams play together.

Announcers signed for the broadcasts are: Leo Lassen, KRSC; Rollie Truitt, KWJJ; Ernie Smith and Dean Maddox, KROW; Frank Bull, KFAC, and Marion Fonville, KFMB.

General Mills will follow much the same pattern in broadcast policy this year as in past years. Approximately four commercial announcements will be given during an entire baseball game in behalf of Wheaties or Sperry Waffle and Pancake Flour.

A large-scale merchandising program is being mapped out by Westco Agency. The Wheaties Quartet, a transcribed musical novelty, acts as a signature "pepper-upper" before each game. It is played from the broadcasting studio.

A Wheaties merchandising story will be sent regularly in dramatized transcription form to the announcers. The Welcome Home merchandising plan will be utilized again. When a ball team returns to its home stadium, all grocery stores handling the General Mills product will be supplied with special posters and display.

Ringling Testing Spots May Use Air on Circuit

DURING ITS month stay in New York City at Madison Square Garden, Ringling Bros., Barnum & Bailey Circus, which opened April 9, is using spot announcements on a paid basis for the first time, in addition to special supplementary interviews and programs. Stations which have cooperated in the past in giving the circus free promotion, were given preference, according to Beverly Kelley, director of radio for the circus.

The daily spots have been placed on an experimental basis, and will be continued in cities outside New York where the circus makes stopovers this season. The New York campaign is placed through Donahue & Co. Stations are WJZ WABC WEAF WINS WHN WNEW WOR WMCA.

Washington News Photo

BEAUTEOUS Virginia Fields, English-born actress, will shortly marry Paul Douglas, noted New York radio announcer who recently has been freelancing in Hollywood and before that handled the Chesterfield broadcasters. Douglas also is serving in an advisory capacity with the Office of Facts & Figures. They secured a license to wed in Los Angeles last week.

ADVERTISING POST IN OFF GIVEN DYKE

KEN R. DYKE, NBC director of promotion and advertising, will join the Office of Facts & Figures in Washington April 27 as advertising coordinator, working under William B. Lewis, assistant director of OFF. Mr. Dyke will take a temporary leave of absence from NBC, which granted the leave upon the request of the Advertising Council. The creation of his office was approved by the Committee on War Information, the Government's high command over news policy.

Mr. Dyke

Mr. Dyke's new position will embrace an advisory service to all media, printed as well as radio. If an advertiser wants to incorporate a war theme in his radio or printed copy, the services of Mr. Dyke's division will be made available.

The office of advertising coordinator will parallel that of the OFF's radio division, whose activities management is under Douglas Meservey, also formerly of NBC, the motion picture division, under Leo Rosten, noted writer; the graphic arts division, under Vaughn Flannery, former vice-president of Young & Rubicam. All report to Mr. Lewis as OFF assistant director under Archibald MacLeish.

WAR NEWS BOARD NOT YET DIVULGED

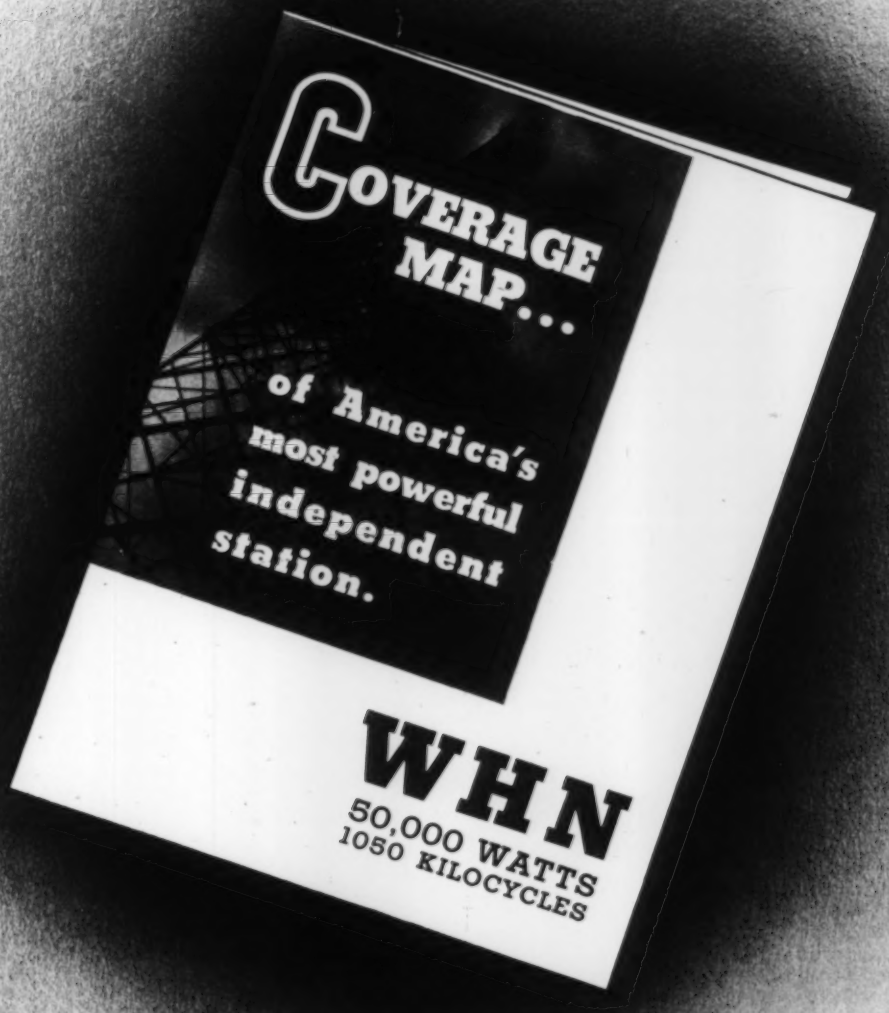
PRESIDENT Roosevelt is not yet ready to divulge his plans for the projected merger of the Government's war information agencies [BROADCASTING, April 6], but it has been indicated that an announcement would be forthcoming soon. At his press conference last Friday, the President, in reply to a query, simply said the plan is not ready.

Meanwhile, speculation continues over possibilities for the post of director of the new setup, which presumably will bring together under one head the news-issuing services of the Government and which may also embrace the method of future operation of the shortwave system. Latest names to be mentioned by newsmen are those of J. Edgar Hoover, director of the FBI, who has denied any knowledge of the reports he is being considered, and Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal*, a former president of the NAB. These are in addition to the names of Archibald MacLeish, director of the Office of Facts & Figures; Byron Price, Director of Censorship; Lowell Mellett, director of the Office of Government Reports; Elmer Davis, CBS news analyst; Walter Lippman, newspaper columnist.

Harry A. Carpenter

HARRY A. CARPENTER, well-known educator, writer and pioneer in radio education, died April 1 while vacationing in Boston. Mr. Carpenter, a specialist in science for the Rochester (N. Y.) Board of Education in 1933, began broadcasting science lessons to Rochester Public Schools over WHAM.

Did you get your copy?



If you didn't, please drop us a line or give us a call. Your name belongs on our mailing list, and this folder certainly belongs in your files. It gives you a graphic idea, complete with figures to prove it, why America's most powerful independent station is one of the biggest buys in broadcasting.

WHN 50,000 WATTS · 1050 CLEAR CHANNEL

NEW YORK · 1540 Broadway · Bryant 9-7800

Chicago Office · 360 N. Michigan · Randolph 5254

Canada Becomes a Big Buyer of Time

Estimated 5 Million Is Spent on Radio By Dominion

PAID ADVERTISING in all media has been used by the Canadian government since Canada went to war in September 1939. Nearly every government department directly connected with wartime activities has at some time in the past 2½ years used commercial broadcasting facilities for short spot announcement campaigns, daily transcribed quarter-hour programs, or network productions.

Currently biggest paid government campaign on the air is the Department of Munitions and Supply's Friday evening *Voices of Victory* half-hour network show on 52 of Canada's 85 stations, dramatizing activities at various war production factories.

Up to 5 Million

How much the Canadian government has spent on paid advertising in all media since the outbreak of war is anybody's guess. No figures are available, though estimates ranging up to $5,000,000 have been made. How much Canadian radio stations have received in paid advertising contracts from the government is equally an unknown quantity, because different departments have placed their advertising individually and are unwilling to reveal how much has been spent for advertising.

Some departments, in fact, are averse to having any publicity about the fact that they are using paid advertising to get their message across. Figures on how much free time and how much government paid time is being used on the privately owned stations are tabulated by the Canadian Assn. of Broadcasters on a voluntary basis.

For instance during 1941 it was estimated in the annual report of the CAB that private stations had given individually—not when on networks—a total of $760,291 in free time. But this figure is again no measure since the free time includes free time given for wartime charities, both local and national and any other wartime announcements. Tabulations show that Canadian stations have given 125% free time for every paid wartime campaign in which they have been used.

First major government paid broadcast advertising campaign was in connection with the War Savings Certificates campaign in January 1941. With the likelihood that such campaigns would be staged if the war lasted anytime, a National Radio Committee was set up by the Minister of Finance shortly after the outbreak of war. This committee consists of representatives of the Canadian Advertising Agencies, the Canadian Broadcasting Corp., and the CAB.

The first call for a campaign came on short notice, the committee lining up plans within a week for approval of the Minister of Finance, and the campaign starting two weeks later with network Sunday evening programs, network daytime serial, and spot announcements on all Canadian stations. Since that time there have been a number of other campaigns using all Canadian stations for the Finance Ministry in connection with the sale of Victory Bonds and War Saving Certificates.

The Department of National War Services and the Steel Controller for Canada have used paid spot announcement campaigns on every Canadian station in connection with the collection of scrap of all kinds. The Department of Mines & Resources has used paid broadcasts to aid in fire prevention as a wartime activity. The Oil Controller for Canada in July, 1941, for 24 days used twice-daily paid transcribed spot announcements on 80 stations at the height of the summer travel season to ask motorists to conserve gasoline.

The Department of Agriculture has on several occasions bought commercial broadcast time to tell farmers about their part in the war effort. When Canada last November decided to put into force a ceiling on prices and wages, the Department of Labor bought time on a network embracing practically all stations. Since that time the Wartime Price & Trade Board has used other paid network programs to acquaint Canadians with developments.

U. S. Also Benefits

Naturally the pressure for free time grows as the war effort is intensified. And with more and more government departments using radio, Canadian broadcasters decided at their last convention that "where space in other media is purchased for such campaigns, it shall be a requirement of the CAB that their member stations shall receive like treatment in the use of the broadcasting medium . . . and shall give all possible additional support in free time comparable to the free support given in editorial columns of other media."

While the financial campaigns are planned, produced and placed through a National Radio Committee, other government campaigns have been placed through individual advertising agencies, or in one or two cases through government departments. Time has been cleared in a hurry for special announcements on a paid spot announcement basis in connection with wartime regulations.

American stations have also benefited to a small extent from this government paid advertising development of the war. The Ontario provincial government in 1941 bought a 50-station CBS network in States from the Atlantic Coast to the Midwest to bring tourists to the province. The half-hour variety show was a huge success, boosting tourist figures which had dropped dangerously in 1940 due to Nazi fifth-column propaganda on Canadian living conditions. This year a similar booking of 50 stations on the Blue network is carrying the Ontario program but this time, because of the American entry into the war and gasoline and tire regulations, the program is an institutional goodwill builder for post-war days.

The Canadian government has contemplated a similar tourist campaign on American radio stations, but so far has confined it only to other media. All the government-paid programs are produced in the best commercial manner. Radio timebuyers aid not only in the placing but also in production.

The Canadian plan of government-paid advertising follows that used by Great Britain since shortly after the war started, although in Britain there are no commercial radio stations. In Canada radio receives about 20% of all the government promotion appropriation.

FEMME FORM in the groove, or Cecilia Stanley dons a sweater! Known as Trixie Dean, she swings it for The Novelaires at WTSP, St. Petersburg, where she is holder of the sweater girl title.

Calavo Active

CALAVO GROWERS of California, Los Angeles (avacados), is sponsoring participation in home economic programs on 15 stations and will continue its campaign through the summer in selected markets. An average of three participations weekly during the first two weeks of each month is being used on KFAC KFVD KGO KOMO KFPY WKRC WGAR WJR WTMJ KLZ WOAI KPRC KMOX WBBM KOIN. Agency is J. Walter Thompson Co., Los Angeles.

CANADA AIR DRIVE IN WAR PLEBISCITE

A PAID spot announcement campaign by the Canadian government to urge Canadians to vote on a conscription for overseas service in the plebiscite will be included in public announcements for the plebiscite, to be held April 27. Commercial spot announcements two days before the vote and on the day are being placed on practically all Canadian stations. A large network is carrying free series of seven half-hour talks by leaders of all political parties represented in Parliament, starting and ending with talks by Prime Minister Mackenzie King on April 7 and 24.

The Canadian Assn. of Broadcasters in conjunction with the Canadian Broadcasting Corp. has arranged to have all stations carry free time as well as commercial time by local members of Parliament who wish to speak on the question. All scripts must be approved by the station relations department of the CBC.

In allowing the spot announcements on the day of voting, the CBC points out to private stations that they are not contravening the CBC regulations on political broadcasts, since the paid spots will only urge Canadians to exercise their franchise. All publicity is being handled by J. H. Fitzgerald of the R. C. Smith & Son, Toronto agency who has been loaned to the Secretary of State at Ottawa for this purpose.

Woolworth Spots

TO CALL LISTENERS attention to one of its Los Angeles 5-and-10-cent stores, recently redecorated, F. W. Woolworth Co., New York, this week only is sponsoring [illegible] word announcements on KEC participations on Agnes Wh*California Home* program on [illegible] one-minute evening announcements on KHJ, and participations in *Housewives Protective League* and *Sunrise Salute* on KNX. Agency placing the account on the [illegible] Los Angeles stations is [illegible] Baker Co., New York.

Sinclair Co-Ops

AS PART of 1942 advertising promoting its dealer service, Sinclair Refining Co., New York, is arranging for dealers to place local radio programs titled *Sinclair Melodies* on a "commission" basis. Provided by World Broadcasting System, the quarter-hour programs feature popular music. Although this campaign is placed on a local cooperative basis, the Sinclair agency, Hixson-O'Donnell Adv., New York, places the company's current radio programs in several major markets in addition to Chicago.

Swansdown on Coast

GENERAL FOODS Corp., New York, in the interest of Swansdown Family Flour is using a special campaign on 14 West Coast stations for weekly quarter-hour programs by *The Moylan Sisters* in most cases on Sunday afternoons. The program is already heard on that day on the BLU sponsored by Hecker Products, New York, for H-O oats. Swansdown agency is Young & Rubicam, New York.

Front Line

In this war the front line extends all the way back.

Action is everywhere.

That means that the men and women who hold the front line in factories, on farms, in the homes, at air-raid headquarters bear a weightier responsibility than ever has been the civilian lot before.

Radio means much to them. It greets their mornings, comforts their nights. It entertains, instructs, informs, inspires.

Radio was destined for this great work. Men of Radio are busy.

BROADCASTING

CBS Gross Rises But Profit Reveals Decline for Year

Operating Expenses Increase, Paley 1941 Report Shows

AN INCREASE of $8,544,240 in gross income for 1941 but a decrease of $201,899 in net profit was reported to CBS stockholders last week by William S. Paley, president, making public his annual report. The report showed that the network did a gross business of $59,456,304 during the 53 weeks ending Jan. 3, 1942, as compared to $50,912,063 for the 52 weeks ending Dec. 28, 1940. Net profit was $4,804,733 against $5,006,633 for the 1940 calendar year.

Increased operating expenses were noted all along the line, with $3,800,000 estimated as income and excess profit taxes for the 1941 period as against $2,425,000 during the preceding 53-week period.

Operations of Columbia Recording Corp., wholly-owned subsidiary, are reflected in the results for both years, with sales of records during 1941, particularly the *Masterworks* series, running 70% above 1940.

Cash dividends paid during 1941 amounted to $3,432,554, or $2 per share, the same rate as in 1940.

Artist Bureau Sale

The sale of the CBS artist management subsidiary in August, 1941, resulted in a net profit of $315,400, which amounted to $220,000 after taxes and was placed in reserve for "extraordinary contingency" along with other sums to a total of $835,563.

President Paley led his report to the stockholders with a statement that 1941 was an eventful year because "upon the peacetime responsibilities of radio, the bombing of Pearl Harbor superimposed the greater obligations of keeping the people informed about the war, and of reflecting, illuminating and stimulating the processes of democracy in a life and death struggle.

"Fortunately, under the American competitive system of privately operated broadcasting, radio has been forged into an effective and responsive weapon of democracy just as, in the very same years, dictators abroad have snatched the same instrument into their own hands and used it as their greatest single aid in betraying the people.

"The attack upon Hawaii found radio seasoned and ready. We were prepared with a highly trained, far-flung news staff, equipped with every facility to keep the American people the best informed in the world. Beyond that, the program techniques we had been developing through the years are now serving as never before to promote discussion, to spread understanding, to destroy the effects of enemy propaganda and to make the nation swiftly aware of the nation's needs.

"The imagination of the Ameri-

(*Continued on page 47*)

CBS PROFIT AND LOSS STATEMENT

	53 weeks ending Jan. 3, 1942	*52 weeks ending Dec. 28, 1940*
Gross income from sale of facilities, talent, lines, records, etc.	$59,456,304.52	$50,912,063.74
Less—Time discount and agency commissions, record returns, allowances and discounts	17,077,313.24	14,868,707.53
	$42,378,991.28	$36,043,356.21
Deduct:		
Operating expenses and cost of goods sold	$24,287,083.82	$20,132,445.95
Selling, general and administrative expenses	8,761,984.09	7,741,064.32
Provision for depreciation and amortization	782,367.63	746,410.11
TOTAL	$33,831,435.54	$28,619,920.38
	$ 8,547,555.74	$ 7,423,435.83
Miscellaneous income—including in 1941 profit of $315,377.68 on sale of investment in artist management subsidiaries, less miscellaneous deductions (interest, loss on sale and retirement of capital assets, etc.)	277,178.17	8,197.63
Profit before income taxes and special provision for contingencies	$ 8,824,733.91	$ 7,431,633.46
Provision for Federal taxes:		
Income taxes	$ 2,357,000.00	$ 1,850,000.00
Excess profits taxes	1,443,000.00	575,000.00
	$ 3,800,000.00	$ 2,425,000.00
	$ 5,024,733.91	$ 5,006,633.46
Special provision for contingencies representing the approximate profit on sale of artist management subsidiaries, included in miscellaneous income above, after provision for Federal taxes thereon	220,000.00	
PROFIT FOR PERIOD	$ 4,804,733.91	$ 5,006,633.46
EARNED SURPLUS AT BEGINNING OF PERIOD	10,502,414.82	8,729,015.97
Net credit applicable to prior years, arising from adjustment of depreciation (based on revision of rates by Federal tax authorities) and income tax provisions, approved by the Board of Directors		199,319.39
	$15,307,148.73	$13,934,968.82
Deduct—Cash dividends—$2.00 per share	3,432,554.00	3,432,554.00
EARNED SURPLUS AT END OF PERIOD	$11,874,594.73	$10,502,414.82

Paley Says Chain Monopoly Regulation Would Seriously Cut Network Service

ENFORCEMENT of the FCC's chain-monopoly regulations, now in litigation before the Supreme Court, would seriously impair the ability of a network to deliver nationwide coverage for national advertisers, William S. Paley, CBS President, advised stockholders last week in his annual report.

"The rules not only were designed to forbid stations, on penalty of losing their licenses to operate, from continuing their existing relationships with networks, but jeopardized Columbia's ownership and operation of some of its standard broadcast stations" Mr. Paley said. "We were convinced that the order, if it became effective, would largely destroy both incentive and opportunity to maintain long-range character and standards such as have marked the building of Columbia as a national publication addressed to the ear instead of the eye, and would drive both networks and stations into a dangerous era of immediate opportunism and catch-as-catch-can competition for every hour in the day.

Assumes New Powers

"It seems obvious that if the Commission prevails and the results which we foresee ensue, the public service aspects of radio broadcasting will be deeply and seriously injured; and broadcasters, striving to survive, will be driven to a degree of commercialism they themselves have never sought. We found the Commission's action alarming for a reason of even greater public portent.

"Its sudden intrusion into the field of business relationships between networks and stations, thus endowing itself with drastic control through its own interpretation of provisions of law enacted many years ago, will in my judgment have one end result, sooner or later.

"The result is one which we believe is abhorrent to the American people and to our whole democratic concept of freedom of the air. The Commission came into being very largely because the wavelengths on which stations operate impinge upon each other, and, therefore, there had to be traffic-policing of the air through allocation of wavelengths. The Commission now seeks to read into an old law powers and duties never before asserted by it. And under these new-found powers it assumes the right to regulate the business practices of stations.

"Further, striking through its asserted powers over the stations it seeks to regulate and to alter drastically the functioning structure of the networks. If the Commission can exert these powers, its control over the whole of radio broadcasting will be so strangling that no licensed broadcasters can be counted upon to defy its slightest wish. And once that condition arrives, even though the law may forbid the Commission to interfere with program content, the result will be the same."

Laws of Business

Broadcasters, striving at least for a measure of economic survival, will, unless they be men of extraordinary courage and character, be guided by a nod or a frown from on high as they frame their program schedules. And there goes freedom of the air.

"We, of course, claim no immunity from any of the laws of business properly enforced through the courts by the agencies charged with bringing about such enforcement. We are contending against regulation by the licensing agency in fields in which we do not believe it was ever authorized to act. Freedom of speech on the air has become certainly as precious as freedom of the press, and from the start we have been resolved to fight to preserve it, because we believe that to do so is a duty to ourselves as broadcasters and, even more, a duty to the public."

KEYSTONE EXPANDS ROGERS ADVANCES

KEYSTONE Broadcasting System, expanding its sales operations as a nationwide transcription network has placed Naylor Rogers in charge of western sales with offices in Chicago. Michael M. Sillerman, president of the company, will continue to direct sales operations from New York while production will continue to be handled from Hollywood.

Mr. Rogers

Mr. Rogers, widely known in radio and agency circles, was for 11 years vice-president and general manager of KNX, Hollywood, until its sale to CBS in 1936. After the sale of KNX he became associated with Burridge D. Butler, president of WLS, Chicago, in the purchase of KOY, Phoenix, and later headed the Chicago office of International Radio Sales.

Sidney Wolf, secretary-treasurer, has announced that the network now comprises 170 stations in small town and rural areas which have become increasingly important from a marketing standpoint as the war increases the per capita earning power of these areas. Sponsors at present using the network are Lever Brothers Co., Cambridge, with *Burns & Allen* (Swan soap); Miles Labs. Elkhart with *Lum & Abner* (Alka-Seltzer); and Dr. Fuller's *Old-Fashioned Revival Hour*.

Front Row Center . . . Bataan

It was the boys on Bataan instead of the usual white-tie audience who listened as famed conductor Artur Rodzinski led the celebrated Cleveland Orchestra on that recent Saturday afternoon. Originated by WGAR and short-waved to be heard in the Philippines at church time on Sunday, this broadcast saluted MacArthur's heroic men with a hymn of praise—the music of Kodaly's stirring *Te Deum*.

To the musicians in the orchestra, this was not simply another concert. To the staff of WGAR, it was not merely another short-wave broadcast. This was the voice of America speaking to its gallant defenders thousands of miles away. This was Mother's brave smile and Dad's encouraging pat on the back for the lad in his fox hole, standing off a tenfold foe.

Said editors of Time Magazine: "Cleveland's station WGAR did itself proud with the most notable program by an inland station yet short-waved to the Philippines." Said WGAR's General Manager Patt: "Radio can help win the victory along the battle line as well as on the home front. It is our good fortune to be of service on *both* fronts."

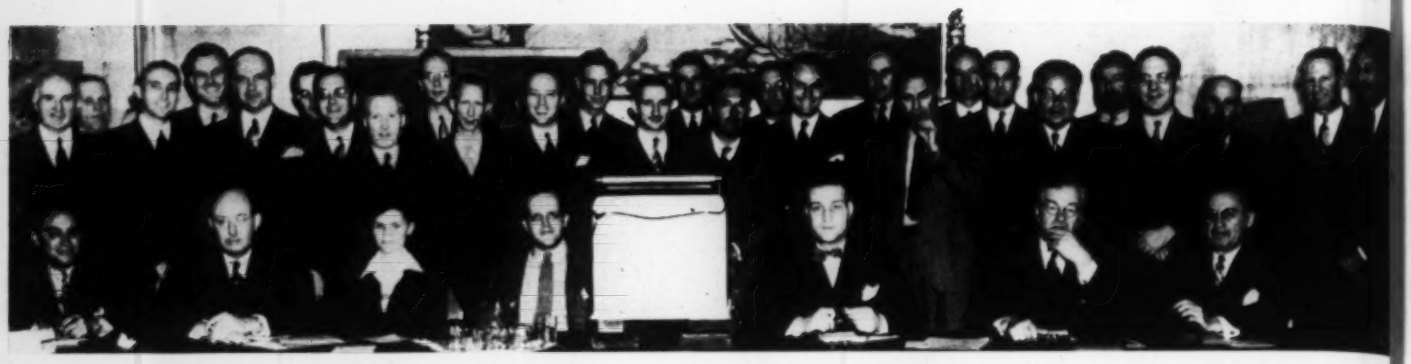
RADIO IN SERVICE OF HOME AND NATION

WGAR
THE FRIENDLY STATION
Cleveland

Come-to-Cleveland . . . N. A. B. Convention, May 11-14

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative



WESTERN STATES were represented by 75 radio executives from NBC affiliates at the recent West Coast War Clinic held in San Francisco by the network. The two-day meeting was presided over by William S. Hedges, vice-president in charge of stations, and Clarence L. Menser, NBC national program manager, both of New York. In this group are: Seated, (l to r) Sidney N. Strotz, vice-president in charge of Western Division; William S. Hedges, New York, vice-president in charge of stations; Mrs. F. M. Gardner, KTFI, Twin Falls, Idaho; Ed Yocum, KGHL, Billings, Montana; Arden X. Pangborn, KGW, Portland, Oregon; Roy C. Witmer, vice-president in charge of sales; Frank Berend, NBC, Hollywood. Standing, Rod Hendrickson, radio editor, *The Argonaut*; E. J. Gough, SESAC, New York; Keith B. Collins, KMJ, Fresno, California; Robert McAndrew, NBC, Hollywood; Lloyd Yoder, KOA, Denver; Kenneth M. Dyke, NBC director of promotion, New York; Howard Lane, KFBK, Sacramento; Harvey Wixson, KHQ, Spokane; W. B. Stub[e], KOMO, Seattle; Henry H. Fletcher, KSEI, Pocatello, Idaho; Alfr[ed] Crapsey, sales manager, KPO, San Francisco; Robert Seal, progra[m] manager, KPO, San Francisco; Charles B. Brown, assistant promotio[n] director, NBC, New York; James M. Gaines, station relations, NB[C] New York; Harrison Holliway, KFI, Los Angeles; Albert E. Dale, d[i]rector of information, NBC, New York; R. H. Graham, NBC, Hollywood; Paul B. Gale, NBC, Hollywood; John Swallow, NBC, Hollywood; Dona[ld] Lawton, KPO, San Francisco; J. R. Heath, KTAR, Phoenix; Al Nelse[n] assistant vice-president NBC, and general manager KPO, San Francise[o]; Clyde Scott, KFI, Los Angeles; Charles J. Bras, KOMO, Seattle; Cur[t] Phillips, KIDO, Boise, Idaho; Earl Mitchell, KPO, San Francisco; an[d] H. A. Woodman, NBC national traffic manager, New York. Meeting wa[s] the last of the series held in various cities.

Errors in Commercial Radio Are Negligible, Survey Shows

NAB Study Shows Ratio of .0062, According to Pellegrin in Analyzing Chance of Mistakes

THE PREDICTABLE ratio of error in a commercial radio campaign is .0062, Frank E. Pellegrin, NAB director of Broadcast Advertising of the NAB, announced following a sample survey of station performance in February.

Stations participating in the survey representing an industry cross-section were WSB, Atlanta, 50,000 watts; WSPD, Toledo, 5,000 watts, and KTRI, Sioux City, 250-watts. Each station, according to the report, set up a multiple check system by which every broadcasting process could be scrutinized. Checking was done by announcers, engineers, and members of the sales, traffic and program departments.

Only 31 Errors

Out of a total of 4,985 commercial programs and announcements, exclusive of network, only 31 errors were noted, announcers' errors topping the list with 11 mistakes. Other errors included four due to transmitter equipment or power failure, three due to traffic department, four caused by failure in copy departments, four by control operators, one by an advertiser who failed to get copy in on time, one cancellation because of network change in program and three resulting from a combination of circumstances.

"Therefore," stated the report, "the advertiser who buys a total of 1,000 spot announcements, for example, may except to have 99.38% of these announcements broadcast satisfactorily. Out of the entire 1,000 announcements, he may expect some error to be made on six of them."

"But," the report went on, "the nature of these errors will vary; some will not adversely affect the commercial value of the spot. Of the errors caught in this survey, only 39% were of such a nature as to render the commercial valueless. Therefore, although six errors are likely to occur in a campaign of 1,000 announcements:

"1. Four of these will be of such a nature as hardly to be 'errors' at all: Mispronunciations of a word; a five-second delay in timing; ET theme improperly cued, etc. Predictably, only two of the six errors will render the announcement valueless.

"2. Most, if not all, of these six errors will be detected by the station, reported to the agency or client, and satisfactorily adjusted either by make-good or rebate, with *no loss at all* to the advertiser."

Questions Value of Checks

Questioning the value of commercial checking companies, the NAB report said that this service is of doubtful value because of a number of factors including the nature and qualifications of personnel; quality of equipment; judgment of checkers; reliability of reports and others.

In attempting to establish that the cost of checking is far above the cost of error to the advertiser, the report took the figure of 2% as the cost of checking in the time-buying budget of a 1,000 announcements campaign. Assuming that the announcements would cost a total of $14,000 it was pointed out that checking would cost $280.

Out of the 1,000 announcements, the NAB said, the February survey showed that there would be only six errors with only two of these rendered valueless. Thus the cost to the advertiser would be $28. If all six errors made the six announcements valueless, the report went on, the cost to the client would be $84.

Even with rebates, it was said, the client would still be suffering a great loss by using a checking service.

In further argument against checking services it was pointed out that the saving made by the client in dispensing with the service could be used to buy additional time with the margin of error assuring the client of substantial net gain in advertising service.

The report concluded that, "Clients may continue to buy radio advertising, confident that full value will be received. Any radio advertiser who may have spent extra money on a commercial checking service may now be assured, on the basis of this study, that the same amount of money, invested in additional radio advertising, will bring far greater returns."

Institutional

TO KEEP a pioneer automobile name before the public in Detroit, Studebaker Corp. has contracted for thrice-weekly sponsorship of an evening newscast on WWJ.

WINX Transfer Approved

VOLUNTARY assignment of the license of WINX, Washington, from Lawrence J. Heller to WINX Broadcasting Co., in which Mr. Heller retains 91% of the stock, was authorized last week by the FCC. In addition Richard K. Lyon, local businessman, is 7% stockholder and Herbert M. Bratter, government economist, has 2%.

WFCI Replaces WEA[N] On Blue in Providenc[e]

WFCI, Pawtucket-Providence, d[id] not wait until June 15 to repla[ce] WEAN as the exclusive Providen[ce] BLUE outlet. Arrangements we[re] completed, according to WFCI, e[f]fective April 12, when they began to schedule all available sustaining programs. In addition, WFCI wi[ll] carry any BLUE commercials fo[r] which WEAN is unavailable.

Until the expiration of the co[n]tract between the Pawtucke[t] Broadcasting Co. and the Colonia[l] network, however, WFCI, will co[n]tinue to carry the Mutual comme[r]cial programs now under contract.

NAB Names Dorothy Lewis

APPOINTMENT of Dorothy Lewis as coordinator of listener activities has been announced by the NAB. Mrs. Lewis was formerly vice-president of the Radio Council on Children's Programs and currently is a member of the board of the Women's National Radio Committee, radio chairman of the Society of New England Women and is a member of the National Public Relations Committee of the Girl Scouts. In her new capacity she will determine public opinion and study listener reaction. Her headquarters will be at the NAB in Washington.

Spots for Wise Book

WILLIAM H. WISE & Co., New York, last week started a test campaign for its "Aircraft Spotters Guide", using spot announcements on KELA KMJ WIBW WITH WJBK WLAW WMEX KFBK and WOV. More stations will be added this month if the test proves successful, according to Huber Hoge & Sons, New York, agency in charge.

Seeman News Drive

SEEMAN BROTHERS, New York (Kitchen Magic), on April 6 started six-weekly quarter-hour news period by *George Bryan*, on WABC New York. Agency is J. D. Tarcher Co., New York.

HERE'S THE "PACKAGE"
10 grand shows on
10 great stations!

ACCENT ON *NUTRITION* to accent food *sales!*

What's the big news in food—? The importance of *nutrition!* Today, more than ever, women are nutrition-*minded* . . . and here are 10 great nutrition-minded *programs* to sell your product!

Open to a limited number of non-competing participating sponsors, this radio sales "package" reaches women in 10 great markets—18 million women spending 17 *billion* dollars a year. And you can put your message across in *all ten* areas for only $1989.75 a week*!

But that's not all: Tying-in with the tremendous current interest in nutrition, NBC has prepared a special Nutrition *Chart*, free to each station's listeners. These charts will have a wide distribution throughout each market area . . . constant reminders of the programs and sponsors . . . a sales-building *plus* for you.

Where else can you buy so much for so little—in coverage, timeliness and *established* listening interest—? Write today for the 60-page presentation that tells the whole story of this modern, hard-hitting food seller!

*For a 13-week campaign. Even less if you sign for 26 or 52 weeks. And, of course, you need not buy all ten stations—buy from one to ten, to fit *your* distribution!

WBZ—A . . Boston & Springfield
Mildred Carlson's "Home Forum"

WGY . . . Schenectady
Martha Brook's "Market Basket"

WEAF . . . New York
Mary Margaret McBride

KYW . . . Philadelphia
Ruth Wells' Woman's Home Counselor

WRC . . . Washington
Mary Mason's "The WRC Home Forum"

KDKA . . . Pittsburgh
Evelyn Gardiner's "Home Forum"

WTAM . . . Cleveland
Jane Weaver's "Women's Club of the Air"

WOWO . . . Fort Wayne
Jane Weston's "The Modern Home Forum"

KOA . . . Denver
Lora Price's "The KOA Home Forum"

KPO . . . San Francisco
Gladys Cronkhite's "International Kitchen"

NBC SPOT and LOCAL SALES

New York • Boston • Washington • Cleveland • Chicago • Denver • Hollywood • San Francisco

CENSUS OF RADIO HOMES IN THE STATE OF WYOMING

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 2,500 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940*

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farme Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Albany	4,139	88.4	3,657	3,113	92.8	2,888	385	68.0	262	641	79.1	507
Big Horn	3,307	83.1	2,747	....	....	....	1,954	89.3	1,745	1,353	74.1	1,002
Campbell	1,795	78.5	1,408	....	....	....	723	85.0	615	1,072	74.0	793
Carbon	3,765	80.0	3,005	1,523	87.3	1,329	1,506	79.4	1,196	736	65.1	480
Converse	1,939	80.8	1,563	....	....	....	1,187	85.7	1,017	752	72.6	546
Crook	1,480	74.6	1,105	....	....	....	554	72.6	402	926	75.9	703
Fremont	4,539	71.7	3,127	1,493	87.2	1,302	912	67.3	614	1,954	62.0	1,211
Goshen	3,101	82.7	2,561	....	....	....	1,463	87.2	1,276	1,638	78.5	1,285
Hot Springs	1,424	77.5	1,105	....	....	....	1,104	76.5	845	320	81.1	260
Johnson	1,516	82.1	1,244	....	....	....	846	85.5	723	670	77.8	521
Laramie	8,180	92.5	7,566	6,351	94.9	6,028	768	87.8	674	1,061	81.4	864
Lincoln	2,552	88.5	2,258	....	....	....	1,712	87.9	1,505	840	89.6	753
Natrona	7,364	88.5	6,515	5,599	90.0	5,040	1,246	90.4	1,126	519	67.3	349
Niobrara	1,720	81.1	1,394	....	....	....	1,115	82.9	924	605	77.7	470
Park	3,087	82.3	2,539	747	90.0	673	948	81.4	772	1,392	78.6	1,094
Platte	2,232	80.7	1,799	....	....	....	1,178	84.9	1,000	1,054	75.8	799
Sheridan	5,427	87.6	4,754	3,185	92.9	2,959	990	83.4	826	1,252	77.4	969
Sublette	816	79.8	651	....	....	....	385	79.9	308	431	79.7	343
Sweetwater	5,583	87.5	4,884	3,610	90.3	3,261	1,713	83.3	1,427	260	75.4	196
Teton	715	82.2	587	....	....	....	455	83.2	378	260	80.5	209
Uinta	1,809	86.8	1,571	1,011	95.7	967	352	72.2	254	446	78.5	350
Washakie	1,443	81.1	1,170	700	79.4	556	190	82.4	157	553	82.6	457
Weston	1,421	78.9	1,121	....	....	....	958	80.1	767	463	76.5	354
Yellowstone National Park (Part)	200	100.0	200	....	....	....	198	100.0	198	2	100.0	2
State Total	69,374	84.4	58,531	27,332	91.5	25,003	22,842	83.2	19,011	19,200	75.7	14,517

Cities of 2,500 Or More Popula

City	Units	% Radio	Radio Units
Laramie	3,113	92.8	2,8
Rawlins	1,523	87.3	1,3
Lander	784	85.8	6
Riverton	709	88.7	6
Cheyenne	6,351	94.9	6,2
Casper	5,599	90.0	5,0
Cody	747	90.0	6
Sheridan	3,185	92.9	2,9
Green River	723	91.6	6
Rock Springs	2,887	90.0	2,5
Evanston	1,011	95.7	9
Worland	700	79.4	5

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped Published by U. S. Census Bureau in the **Second Series Housing Report for Wyoming.** Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures. Census release did not include 1,687 Occupied Dwelling Units because answers to the radio question were not obtained in enumeration. This is the fourth of the **Second Series Housing Reports** to be issued so far by the Census Bureau, the others covering Nevada, New Hampshire and Vermont [*Broadcasting*, March 16].

COCA COLA DROPS MBS BAND SERIES

COCA COLA Co., Atlanta, will discontinue *Spotlight Bands*—broadcast on some 120 MBS stations five quarter-hours and one half-hour weekly—on May 2 at the end of the scheduled 26 weeks, according to the New York office of D'Arcy Adv. Co., agency in charge of the account.

Program presents a different dance band for 15 minutes each evening, Monday through Friday, and on Saturday the half-hour broadcast features the band with the best selling phonograph record during the preceding week.

No reason for the cancellation was given by the agency except that the program had run its scheduled course. It as stated that *Singin' Sam*, transcribed program presented in about 250 cities in cooperation with the local Coca-Cola bottlers, will continue through the summer and that while the final decision had not yet been made it was probable that *The Pause That Refreshes on the Air*, Sunday afternoon half-hour program on CBS, will continue throughout the summer.

Congress Cigar Spots

CONGRESS CIGAR Co., Newark, has started its spring and summer campaign for La Palina cigars, using Fulton Lewis jr. thrice-weekly on WHKC, Columbus, five spot announcements weekly on WTOL, Toledo. Ty Tyson's Sports Show six times weekly on WWJ, Detroit; weekly half-hour *Quiz Bowl* on WKRC, Cincinnati, and Polish spot announcements on WBNY, Buffalo. Agency is Marschalk & Pratt, New York.

WJRM are the call letters assigned to the local in Elkins, W. Va., recently granted to Allegheny Broadcasting Corp. [BROADCASTING, March 30].

U. S. EARS FOR AXIS VOICES

Four Scattered Listening Posts Monitor Over a Million Words Daily

UNLIKE GAUL, the radio world is divided into four parts by the FCC's Foreign Broadcast Monitoring Service which, though organized less than a year ago, is today the official "ear" of the United States Government's wartime agencies.

Mr. Free

Formed to patrol the foreign shortwave bands, FBMS now has almost 350 employes headed by Lloyd Free, formerly associate director of the Princeton Radio Research Project, and they report each day on more than 1,000,000 words of foreign broadcasts. The service was set up as a special FCC unit by Executive Order of President Roosevelt under an appropriation of $809,000. For the fiscal year of 1943 Congress has appropriated $836,000.

From All Round

Four sets of "ears", comprising elaborate antenna and reception arrays, are now operating to furnish this service, each assigned to a particular sphere of the world. They are located at Silver Hill, Md., just outside Washington; Kingsville, Tex.; Portland, Ore.; Santurce, Puerto Rico.

Silver Hill's listening post tunes in the foreign propaganda aimed at North America from Europe, the Near East and Africa. Kingsville notes all broadcasts from Latin America; Portland from the Oriental East. The Puerto Rico listening station is concerned only with broadcasts aimed at Latin America.

Each of these listening posts is manned by engineers, but their activities are supervised by men with editorial experience. Spencer Williams, former CBS correspondent in the Balkans, supervises the Portland office, and Edward B. Rand, formerly in the consular service in Latin America for ten years, heads the Santurce unit. Silver Hill feeds its listening directly to Washington headquarters. Kingsville is manned by engineers and Spanish-American translators.

To supplement the listening of these posts, another field office was established in England last December. Headed by Peter Rhodes, former UP correspondent, this office daily transmits to Washington about 500,000 words picked up by the BBC wartime monitoring service.

Radio is new to war. The importance of this new war arm is stressed in the fact that all propaganda instigated abroad invariably follows the example set in shortwave broadcasts. Although the actual policy of the Axis high commands lags behind the broadcasts, speedy knowledge of what is being broadcast is regarded as vital to our Government for immediate counter-measures and strategy.

As the difficulty of obtaining news from foreign countries has increased, the value of shortwave material in the hands of the proper Government officials is inestimable. Careful study of propaganda trends makes possible accurate prediction of future occurrences. Many political, diplomatic and military moves, for example, are preceded by shifts in propaganda treatment.

Before a recent chat by President Roosevelt, the monitoring system learned in advance that the Japanese were attempting to minimize the broadcast. Complete knowledge of these facts helped the President and his aides carefully appraise the propaganda and its intended effect.

Pickups Recorded

All of the broadcasts are recorded. As a cylinder in a foreign tongue is finished, it is turned over to the Translation Division where a rough transcript is prepared. If the broadcast is in English, the cylinder goes immediately to transcribers who prepare verbatim copies on duplicating sheets.

When information significant as intelligence or propaganda is culled from the cylinders, word is flashed immediately to the proper Government officials. In the case of field offices, such news is transmitted directly to Washington and then relayed to interested Federal offices.

Field office engineers, translators, transcribers, stenographers and editors prepare master reports and speed them to Washington where all analysis work is done.

Under the direction of Ted Grandin, former CBS correspondent in France and Turkey, chief editor in charge of the Report Division, significant broadcast items are summarized daily. In final form, it represents a booklet at noon each day containing 45,000 to 60,000 words covering world-wide broadcasts of the previous 24 hours.

At the same time, copies of transcripts go to the Analysis Division directed by Dr. Goodwin Watson, former professor of psychology at Columbia U, where long-range

(*Continued on page 60*)

Only KIRO Delivers

Complete Coverage

of Western Washington

Represented by FREE and PETERS

Opinions of U. S. Supreme Court in 'Stay Order' Case

Following are the full texts of the majority and minority opinions of the Supreme Court of the United States in the case of Scripps-Howard Radio Inc. (WCPO) vs. Federal Communications Commission upholding the right of the United States Court of Appeals for the District of Columbia to issue stay orders in radio cases, pending the determination of appeals. The question was certified by the lower court and argued before the Supreme Court March 3 by Paul M. Segal, chief counsel for WCPO, and Thomas E. Harris, former assistant general counsel of the FCC.

SUPREME COURT OF THE UNITED STATES

No. 508.—OCTOBER TERM, 1941.

Scripps-Howard Radio, Inc.,
vs.
Federal Communications Commission.

On Certificate from the United States Court of Appeals for the District of Columbia.

[April 6, 1942.]

Mr. Justice Frankfurter delivered the opinion of the Court.

This case is here on certificate from the Court of Appeals for the District of Columbia. Judicial Code § 239, 28 U. S. C. § 346. The question certified relates to the power of the Court of Appeals to stay the enforcement of an order of the Federal Communications Commission pending determination of an appeal taken under § 402(b) of the Communications Act of 1934, 48 Stat. 1064, 1093.

The circumstances which induced the Court to certify the question are these: On Oct. 10, 1939, the Commission granted without hearing the application of WCOL, Inc., licensee of Station WCOL, Columbus, O., for a construction permit to change its frequency from 1210 to 1200 kc., and to increase its power from 100 to 250 w.

The appellant, Scripps-Howard Radio, Inc., which is the licensee of Station WCOP, Cincinnati, Ohio, operating on a frequency of 1200 kilocycles with power of 250 watts, filed a petition for "hearing or rehearing" requesting the Commission to vacate its previous order and set the WCOL application for hearing. The Commission denied this petition on March 29, 1940, and an appeal followed. In its statement of "reasons for appeal", the appellant claimed that the Commission could not lawfully grant the WCOL application without hearing; that in granting the application the Commission departed from its rules and standards of good engineering practice; that the appellant was entitled to a hearing in order to show that the Commission's action did not serve the public interest since it would result in materially reducing the coverage of Station WCOP and thereby deprive a substantial number of listeners of "the only local regional non-network service" available to them; and that in granting the WCOL application without hearing, the Commission violated the Due Process Clause of the Fifth Amendment.

Many Stay Orders

The appellant asked the Court of Appeals to stay the Commission's order pending the disposition of its appeal. Even though the court "had consistently over a long period of years, and without objection on the part of the Commission, issued stay orders" in cases where such orders were found to be necessary, the Commission opposed the issuance of a stay order in this case on the ground that the court was without power to grant a stay.

The application was heard before the court sitting with three judges, which, with one judge dissenting, upheld the Commission's contention. A motion for rehearing before all six members of the court was granted. The judges being equally divided on the question of the court's power to grant a stay, the following question was certified to us:

"Where, pursuant to the provisions of Section 402(b) of the Communications Act of 1934, an appeal has been taken, to the United States Court of Appeals, from an order of the Federal Communications Commission, does the court, in order to preserve the status quo pending appeal, have power to stay the execution of the Commission's order from which the appeal was taken, pending the determination of the appeal?"

The Commission suggests that the certificate should be dismissed because of the generality of the question. *Lowden* v. *Northwestern Nat. Bank*, 298 U. S. 160. Read in the light of the preliminary statement certifying the facts which presented the question, *Hill* v. *Wampler*, 298 U. S. 460, 464, the question is limited to the type of order made by the Commissioner in this case. It is therefore sufficiently specific.

The Communications Act of 1934 is a hybrid. By that Act Congress established a comprehensive system for the regulation of communication by wire and radio. To secure effective execution of its policy of making available "a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges", Congress created a new agency, the Federal Communications Commission, to which it entrusted authority previously exercised by several other agencies.[1] Under the Radio Act of 1927, 44 Stat. 1162, the Federal Radio Commission had broad powers over the licensing and regulation of radio facilities. The Mann-Elkins Act of 1910, 36 Stat. 539 gave the Interstate Commerce Commission general regulatory authority over telephone and telegraph carriers.

In addition, the Postmaster General was empowered, under the Post Roads Act of 1866, 14 Stat. 221, to fix rates on government telegrams.[1] The Communications Act of 1934 was designed to centralize this scattered regulatory authority in one agency. See Message from the President to Congress, February 26, 1934, Sen. Doc. No. 144, 73d Cong., 2d Sess.; Sen. Rep. No. 781, 73d Cong., 2d Sess., p. 1; H. Rep. No. 1850, 73d Cong., 2d Sess., pp. 3-4.

Review Provisions

The provisions for judicial review in the Act of 1934 reflect its mixed origins. Section 402(a) makes the provisions of the Urgent Deficiencies Act of Oct. 22, 1913, 38 Stat. 208, 219, pertaining to judicial review of orders of the ICC applicable to "suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license)". 48 Stat. 1064, 1093.

The Urgent Deficiencies Act, which is thus incorporated in § 402(a) of the Communications Act of 1934, provides for review in a specially constituted district court, with direct appeal to this court. That Act authorizes the district court, in cases "where irreparable damage would otherwise ensue to the petitioner", to allow a temporary stay of the order under review, subject to specified safeguards. 38 Stat. 208, 220.

Section 402(b) of the Communications Act of 1934 provides for review of the orders excepted from § 402(a). It gives an appeal "from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases: (1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission. (2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing such application." 48 Stat. 1064, 1093. This section follows § 16 of the Radio Act of 1927, 44 Stat. 1162, as amended in 1930, 46 Stat. 844, the relevant portions of which are set forth in the margin.[2] See Sen. Rep. No. 781, 73d Cong., 2d Sess., p. 1; H. Report No. 1918, 73d Cong., 2d Sess., pp. 49-50; remarks of Senator Dill, in charge of the measure in the Senate, 78 Cong. Rec. 8825, and Rep. Rayburn, who occupied the same role in the House, 78 Cong. Rec. 10314.

Thus, in both the Radio Act of 1927 and the Communications Act of 1934 orders granting or denying applications for construction permits or station licenses and for renewal or modification of licenses were made reviewable by the Court of Appeals for the District of Columbia.[3] And with respect to such appeals, both § 16 of the Radio Act and § 402(b) of the Communications Act were silent with respect to the power of the Court of Appeals to stay orders pending appeal. It is upon this silence in the Communications Act that the Commission bases its contention, made for the first time when this litigation arose in 1940, that the Court is without such power.

No court can make time stand still. The circumstances surrounding a controversy may change irrevocably during the pendency of an appeal, despite anything a court can do. But within these limits it is reasonable that an appellate court should be able to prevent irreparable injury to the parties or to the public resulting from the premature enforcement of a determination which may later be found to have been wrong. It has always been held, therefore, that, as part of its traditional equipment for the administration of justice,[4] a Federal court can stay the enforcement of a judgment pending the outcome of an appeal. *In re Claasen*, 140 U. S. 200; *In re McKenzie*, 180 U. S. 536.

General speaking, judicial review of administrative orders is limited to determining whether errors of law have been committed. *Rochester Telephone Corp.* v. *United States*, 307 U. S. 125.

[1] A summary of the authority vested in the Federal Radio Commission, the Interstate Commerce Commission, and the Postmaster General, and of the extent to which such authority was actually exercised, is contained in Appendix A, Historical Background of the Communications Act of 1934, of the Monograph of the Attorney General's Committee on Administrative Procedure dealing with the Federal Communications Commission. Sen. Doc. No. 186, 76th Cong., 3d Sess., pt. 3; see also Herring and Gross, Telecommunications, pp. 210-45.

[2] "Any applicant for a construction permit, for a station license, or for the renewal or modification of an existing station license whose application is refused by the licensing authority shall have the right to appeal from said decision to the Court of Appeals of the District of Columbia. . . ." 44 Stat. 1162, 1169.

[3] Where the Commission revokes a station license or modifies a license on its own motion, judicial review is available only under § 402(a) of the Communications Act. The reason for this differentiation appears in the following statement of Senator Dill, who steered the bill in the Senate:

"I desire to call attention to what I think is an important fact to consider in this appeal provision. Those owners of radio broadcasting stations living long distances from the District of Columbia should not be required to come to Washington to prosecute an appeal from a decision by which they were not responsible. When I say 'were not responsible' I mean a decision which was granted against them or affecting them when they did not bring the case into court. . . . So we provide that where the decisions of the commission are made in cases wherein the station took no part in beginning the suits, appeals may be taken in the three-judge district courts in the jurisdictions where the stations are located. But in the case where the applicant for the license or the permit, or whatever it may be, comes to the commission and asks for a change in his license or asks for a new license, or asks for something to be done by the commission, then if the commission makes a decision from which he desires to appeal he must make his appeal in the courts of the District of Columbia." 78 Cong. Rec. 8825-26. Cf. Sen. Rep. No. 781, 73d Cong., 2d Sess., pp. 9-10.

Section 16 of the Radio Act of 1927 provided for appeals from revocation orders to either the Court of Appeals for the District of Columbia or the District Court of the district in which the station was located. 44 Stat. 1162, 1169.

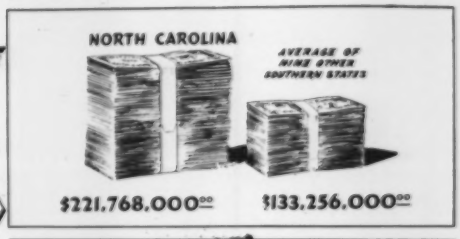
[4] Section 262 of the Judicial Code, 28 U. S. C. § 377, empowers the federal courts "to issue all writs not specifically provided for by statute, which may be necessary for the exercise of their respective jurisdictions and agreeable to the usages and principles of law." This provision appeared in the very first Judiciary Act, 1 Stat. 73, 81-82. Compare District of Columbia Code (1940 ed.) Title 11-208, authorizing the Court of Appeals for the District of Columbia "to issue all necessary and proper remedial prerogative writs in aid of its appellate jurisdiction." 31 Stat. 1189, 1227.

PREDICTING general tendency was toward lighter fare, to offset the more serious nature of Government programs and world conditions, Phillips Carlin, New York vice-president in charge of Blue Network program production, revealed that an increasing number of Hollywood originating sustainers for transcontinental showcasing is on the network's schedule for summer release. Programs that don't pull the right kind of mail will be dropped, he said. At the conference are (l to r) Leo Tyson, Blue Network Western division program manager; Don E. Gilman, West Coast vice-president of that network; Mr. Carlin; Art Rush, head of Art Rush Inc., Hollywood program builders and talent service.

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE

CASH INCOME AND GOV'T. PAYMENTS
Source:
Department of Agriculture, 1940



IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS
Source:
Census of Manufactures, 1939

WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red
50,000 WATTS

FREE & PETERS, INC. National Representatives

139-40. Because of historical differences in the relationship between administrative bodies and reviewing courts and that between lower and upper courts, a court of review exhausts its power when it lays bare a misconception of law and compels correction. *Federal Communications Commission* v. *Pottsville Broadcasting Co.*, 309 U. S. 134, 144-45. If the administrative agency has committed errors of law for the correction of which the legislature has provided appropriate resort to the courts, such judicial review would be an idle ceremony if the situation were irreparably changed before the correction could be made.

The existence of power in a reviewing court to stay the enforcement of an administrative order does not mean, of course, that its exercise should be without regard to the division of function which the legislative has made between the administrative body and the court of review. "A stay is not a matter of right, even if irreparable injury might otherwise result to the appellant. *In re Haberman Manufacturing Co.*, 147 U. S. 525. It is an exercise of judicial discretion. The propriety of its issue is dependent upon the circumstances of the particular case." *Virginian Ry.* v. *United States*, 272 U. S. 658, 672-73; see *Warehouse Co.* v. *United States*, 283 U. S. 501, 513-14.

These controlling considerations compel the assumption that Congress would not, without clearly expressing such a purpose, deprive the Court of Appeals of its customary power to stay orders under review. It is urged that such a manifestation appears in the provisions for judicial review contained in the Communications Act of 1934. Specifically, the Commission contends that since § 402 (a) incorporates the provisions of the Urgent Deficiencies Act of 1913 which explicitly authorize and regulate the issuance of stay orders, the omission of any reference in § 402 (b) to a power to stay orders under review reflects a deliberate Congressional choice to deprive the Court of Appeals of this power.

The search for significance in the silence of Congress is too often the pursuit of a mirage. We must be wary against interpolating our notions of policy in the interstices of legislative provisions. Here Congress said nothing about the power of the Court of Appeals to issue stay orders under § 402(b). But denial of such power is not to be inferred merely because Congress failed specifically to repeat the general grant of auxiliary powers to the federal courts. The Commission argues that the silence of Congress, in view of the legislative history of the Act and the nature of the orders reviewable under the Act, qualifies this general authority and is as commanding as if Congress had expressly withheld from the Court of Appeals the power to stay orders appealed under § 402(b).

The legislative history can furnish no support for this contention. Neither the committee reports nor the hearings nor the debates contain any reference to the power to stay Commission orders on appeal. Significance is found in HR-7716, 72d Congress, a bill which was passed by both houses in 1933 but which failed of enactment because of a pocket veto. That bill proposed to amend § 16 of the Radio Act of 1927 so as to vest concurrent jurisdiction (with the Court of Appeals for the District of Columbia) to revocation cases in the circuit courts of appeals, rather than in the district courts. The bill also provided that the reviewing court, whether a circuit court of appeals or the Court of Appeals for the District of Columbia, could enter a stay order "upon the giving of a bond by the party applying for the stay in such amount and with such terms and conditions as the court deemed proper.

Not Parallel

It is suggested that if Congress intended in the Act of 1934 to authorize the Court of Appeals to issue stay orders in appeals under § 402(b), it would not have remained silent when only the year before it had attempted to enact into law a specific provision conferring that power. But HR-7716 and the Communications Act of 1934 were not parallel legislative proposals. The former was not a comprehensive legislative scheme for the unification of federal regulatory authority over communications. It proposed merely to amend the Radio Act of 1927 in several minor particulars. See H. Rep. No. 221, 72d Cong., 1st Sess., p. 1; Sen. Rep. No. 564, 72d Cong., 1st Sess., p. 7; Sen. Rep. No. 1004, 2d Cong., 2d Sess., p. 9.

The enactment of the Communications Act of 1934, however, came after a message to Congress from the President on Feb. 26, 1934, recommending the creation of a single authority over communication by wire and radio. Sen. Doc. No. 144, 73d Cong., 2d Sess. Earlier in 1934 an interdepartmental committee had made a study of the entire communications situation. Extensive public hearings on the question of regulating the whole field of communications were held by both the Senate and House Committees on Interstate Commerce. It is obvious, therefore, that what Congress undertook to do by the Communications Act of 1934 was entirely different from what it tried to do the previous year in HR-7716.

We are told that in drafting the Congress had before it and relied extensively upon HR-7716, and reference is made to the citations to that bill in the statement of the House managers. H. Rep. No. 1918, 73d Cong., 2d Sess., pp. 47-49. But whatever reliance was placed upon HR-7716 by the framers of the 1934 legislation was without relation to its provisions for judicial review. For in that same statement (p. 47) it is said that "provisions of the Radio Act of 1927 relating to judicial review have been included" in the bill. And, as has previously been noted, even though the Radio Act of 1927 contained no provisions dealing with the authority of the Court of Appeals for the District of Columbia to stay orders of the Commission on appeal, the Court had been issuing stay orders as a matter

Simpler

WKZO sales staff decided that BROADCASTING'S concern over the recent WCPO slogan was growing quite too involved by the time the April 6 issue came off the presses. Rather than borrowing Mortimer C. Watters' long harried "Through this portal . . . astute advertisers . . . etc.", the WKZO sales door is more simply adorned with "Keep 'em Buying."

OLDEST CLIENT of WBT, C... lotte, is A. K. Hutton (right), ... Philco dealer, who was congra... lated by General Manager A. ... Joscelyn upon the completion of ... 17th consecutive year as a W... advertiser. WBT celebrated ... 20th anniversary April 10.

"WHERE MUSIC SELLS THE WORLD'S GREATEST MARKET"

Did somebody mention "Listener-Loyalty?"

Among WQXR's Regular Clients:

BEECHNUT CHEWING GUM
BOTANY WORSTED MILLS
DUNHILL CIGARETTES
FELS NAPTHA SOAP
G & D WINES AND VERMOUTH
GENERAL FOODS CORP.
GULDEN'S MUSTARD
JERGENS-WOODBURY BEAUTY AIDS
KRE-MEL DESSERT
MARTINSON'S COFFEE
PEPSI-COLA
SCHRAFFT'S RESTAURANTS
STROMBERG-CARLSON RADIOS
VICTOR RECORDS
WELCH'S GRAPE JUICE
WILLIAMS SHAVING PREPARATIONS

WE have our own particular brand of "Listener-Loyalty" here at WQXR, and we point to it with pardonable pride. For instance, over 16,000 WQXR listeners pay $1 a year to receive our monthly program bulletins. To be sure, the newspapers list our programs just as they do the other stations'—but these WQXR families want to make sure not to miss any particular favorite symphony, aria, or musical selection, and they make sure *in advance.*

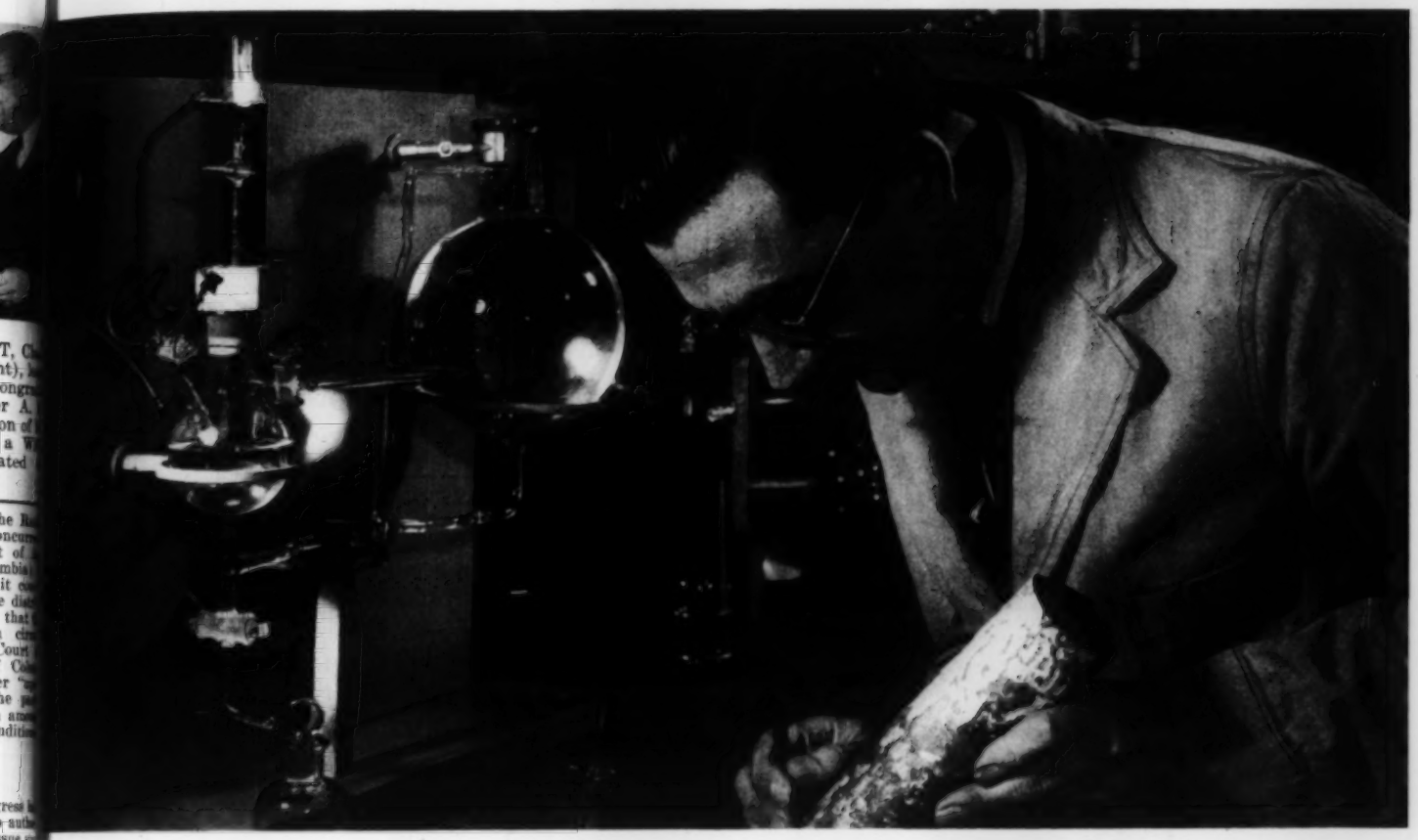
Also . . . authentic survey figures show that the WQXR audience is consistently first or second largest in size of all the (eighteen non-network independent) stations serving the New York area!

Both of these facts indicate, we're sure you'll admit, a more than passing interest on the part of New York area homes in WQXR's policy of fine music, factual news, intelligent news analysis. Seventy-five of America's leading sponsors (see partial list at left) have cashed in on this Listener-Loyalty. Address: 730 Fifth Avenue, New York. CIrcle 5-5566.

... NIGHT AND DAY

WQXR

THE HIGH FIDELITY STATION ... NEW YORK



"Scientists of Free People"

"A SHORT time ago we spoke to you about the latest annual report of the American Telephone and Telegraph Company. One section of that report gives a glimpse of the work going on these days in the Bell Telephone Laboratories, a job that seems to call for special mention. The report says, in part:

"'The science underlying electrical communication is at the very heart of modern war. It is responsible for plane locators, submarine detectors, gun-fire control systems, communication between planes moving in the air and tanks on the ground and ships at sea, and the means of quick control of vast numbers of men and units of equipment, as well as for the instantaneous communication in a war front stretching around the world. The contest between *"the scientists of free people"* and those of the Axis powers is one of the real battles of the war.

"'Bell Telephone Laboratories have increased activity and thrown much of their effort to advancing the art of war. With 5000 employees, the Laboratories are contributing notably to the country's military strength not only in the field of communication but also in allied fields where radio devices and other tools of telephony are indispensable. They have undertaken more than a hundred research and development projects for the Army, Navy and National Defense Research Committee. Several of their scientists are on leave of absence with the Government and a considerable number of the technical staff and executives are serving on a part-time basis as consultants and committee members. Back of these men and the defense activities of the Laboratories are the scientific knowledge and skills accumulated over years of continuous research and development.'

"We thought you might like to know how *'the scientists of free people'* who work in the Bell Telephone System are making *their* contribution to victory."

• This is a quotation from THE TELEPHONE HOUR, *a regular program heard every Monday night over the N.B.C. Red Network. Since the beginning of radio broadcasting, the Bell Telephone Laboratories and the radio industry have teamed together to improve the quality and scope of radio as a means of mass communication.*

Buffalo's Only

50,000

WATT

RADIO MAP

Blanketing

11 Eastern

Seaboard States

227,000 Sq. Miles

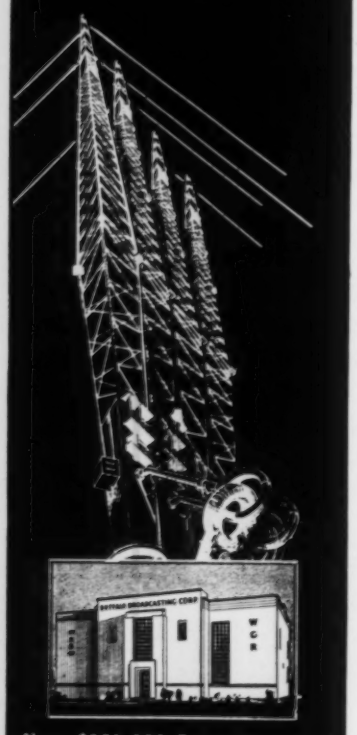
Over 12,000,000

people

WKBW 1520 K. C.

BASIC COLUMBIA

NETWORK STATION



New $350,000 Transmitter Plant

BUFFALO

BROADCASTING CORPORATION

course wherever they were found to be appropriate, without objection by the Commission. *Boston Broadcasting Co.* v. *Federal Radio Commission*, 67 F. 2d 505, decided June 19, 1933.

Orders Issued

It is indisputable that, at least since 1930, the Court of Appeals has been staying orders both of the Federal Radio Commission, under § 16 of the Radio Act of 1927, and of the FCC, under § 402(b) of the Communications Act of 1934, whenever stays were regarded as necessary. To be sure, in only one case, the *Boston Broadcasting* decision, *supra*, did the Court of Appeals ever refer to the granting of a stay order. The explanation is not hard to find. The power to stay was so firmly imbedded in our judicial system, so consonant with the historic procedures of federal appellate courts, that there was no necessity for the Court of Appeals to justify its settled practice.[5]

The considerations of policy which are invoked are as fragile as the legislative materials are inapposite. It is said that the nature of the orders reviewable under § 402(b) makes the grant of a stay order manifestly inappropriate since a stay would in effect involve the judicial exercise of an administrative function. An example is adduced of an appeal from an order denying an application for a construction permit or a station license, or for modification or renewal of a license. Of course, no court can grant an applicant an authorization which the Commission has refused.

No order that the Court of Appeals could make would enable an applicant to go on the air when the Commission has denied him a license to do so. A stay of an order denying an application would in the nature of things stay nothing. It could not operate as an affirmative authorization of that which the Commission has refused to authorize. But this is no reason for denying the court the power to issue a stay in a situation where the function of the stay is to avoid irreparable injury to the public interest sought to be vindicated by the appeal.

The Communications Act of 1934 did not create new private rights. The purpose of the Act was to protect the public interest in communications. By § 402(b) (2) Congress entrusted the vindication of the public interest to persons "aggrieved or whose interests are adversely affected" by Commission action. 48 Stat. 1064, 1093. But these private litigants have standing only as representatives of the public interest. *Federal Communications Commission* v. *Sanders Radio Station*, 309 U. S. 470, 477. Compare *National Licorice Co.* v. *Labor Board*, 309 U. S. 350, 362-63.

Rights of Public

That a court is called upon to enforce public rights and not the interests of private property does not diminish its power to protect such rights. "Courts of equity may, and frequently do, go much farther both to give and withold relief in furtherance of the public interest than they are accustomed to go when only private interests are involved." *Virginian Ry.* v. *Federation*, 300 U. S. 515, 552. An historic procedure for preserving rights during the pendency of an appeal is no less appropriate—unless Congress has chosen to withdraw it—because the rights to be vindicated are those of the public and not of the private litigant.

Unless Congress explicitly discloses such an intention we should not lightly attribute to it a desire to withdraw from a reviewing court the power to save the public interest from irreparable or destruction while an appeal is pending heard. To do so would stultify the purpose of Congress to utilize the courts as a means for vindicating the public interest. Courts and administrative agencies are not to be regarded as competitors in the task of safeguarding the public interest. *United States* v. *Morgan*, 307 U. S. 183, 191; *FCC* v. *Pottsville Broadcasting Co.*, 309 U. S. 164. Courts no less than administrative bodies are agencies of government. Both are instruments for realizing public purposes.

It is urged that the orders reviewable under § 402(a), as to which the power to grant stays is undeniable, are intrinsically different from those reviewable under § 402(b). But while the two sections route appeals to different courts, the differentiation rests in large measure the product of Congressional solicitude for the convenience of litigants. It had no relation to the scope of the judicial function which the courts were called upon to perform. For example, if the Commission on its own motion modifies a station license, review is had under § 402(a) in the appropriate district court.

However, if it grants an application for modification of a license, the appeal lies under § 402(b) to the Court of Appeals for the District of Columbia. Both cases give rise to the same kind of issues on appeal. Both orders are equally suspectible of having stayed on appeal. As the legislative history of the Act plainly shows, Congress provided the two roads to judicial review only to save a license the inconvenience of litigating an appeal in Washington in situations where the Commission's order arose out of a proceeding not instituted by the licensee.[6]

No General Policy

Judged by its own terms, its history, and the practice under it, the Communications Act of 1934 affords no warrant for depriving the Court of Appeals of the conventional power of an appellate court to stay the enforcement of an order pending the determination of an appeal challenging its validity. Indirect light is sometimes cast upon legislation by provisions dealing with the same problem in related enactments. No such light is shed here. The numerous laws under which Congress has established administrative agencies for the exercise of its regulatory powers do not disclose any general legislative policy regarding the power to stay administrative orders pending review.

[5] As late as February 23, 1939, the Commission stated its position as follows: "The Commission has not opposed in the past, and does not propose in the future to oppose the granting of a stay or such interlocutory restraining order by this court as may be necessary to protect the appellate jurisdiction of the court or preserve the *status quo* pending determination of an appeal from an order of the Commission, in any case where such a stay or restraining order appears reasonably to be necessary or advisable." Opposition to Petition for Stay Order filed by the Commission in Crosley Corp. v. Federal Communications Commission, No. 7351, Court of Appeals for the District of Columbia. Feb. 23, 1939, pp. 1-2.

[6] see note 3, *supra*.

Listener Witness

EXACT time of a Nebraska murder was determined recently because a witness was a regular listener of WOW, Omaha, noon-day programs. The witness testified that he had seen the accused at 12:25 p.m. on May 19, 1941, just preceding the beginning of WOW's 12:30 news. And further testified that the bodies of the victims were found a few minutes later while he and his family were listening to WOW's 12:45 p.m. *Man-on-the-Street* program. Program Manager Harry Burke verified exact times of the programs.

(Number Two of a Series)

Strategy*

Program promotion is like military strategy: so much here, so much there—in strategic places —where each type of merchandising help will have the maximum effect.

Schedule your advertising on WCHS and watch us marshal our merchandising forces to send your sales over the top!

WCHS 5000 on 580 CBS-WVN

Charleston, WEST VA.

represented by

THE BRANHAM CO.

* STRATEGY, *n.—The science of military position and of the combination and employment of means on a broad scale for gaining advantages in war; generalship: distinguished from tactics.*

DETROIT'S LEADING INDEPENDENT STATION

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Serving an ever-increasing number of exacting national advertisers . . . because with WJBK they get results.

WJBK

250 WATTS . . . 24 HOURS A DAY

Some statutes are wholly silent;[7] some turn to a court review into an automatic stay;[8] some provide that the commencement of a suit shall not operate as a stay unless the court specifically so provides;[9] some authorize the reviewing court to grant a stay where necessary.[10] Significantly, the recent Emergency Price Control Act of 1942 explicitly denies the power of the reviewing court to enjoin enforcement of the administrative orders. Pub. Law 421, 77th Cong., 2d Sess.

The various enactments in which the staying power is made explicit, as well as the statutes that are silent about it, afford debating points but no reliable aids in construing the Act before us. One thing is clear. Where Congress wished to deprive the courts of this historic power, it knew how to use apt words—only once has it done so and in a statute born of the exigencies of war.

We conclude that Congress by § 402(b) of the Communications Act of 1934 has not deprived the Court of Appeals of the power to stay—a power as old as the judicial system of the nation. We do not of course go beyond the question put to us. We merely recognize the existence of the power to grant a stay. We are not concerned here with the criteria which should govern the Court in exercising that power. Nor do we in any way imply that a stay would or would not be warranted upon the showing made by the appellant in this case.

The question certified to us is answered in the affirmative.

So ordered.

Mr. Justice BLACK took no part in the consideration or decision of this case.

[7] E. g., Commodity Exchange Act of 1922, 42 Stat. 998, 1001. 7 U. S. C. § 9; Radio Act of 1927, 44 Stat. 1162; Railroad Retirement Act of 1937, 50 Stat. 307, 315, 45 U. S. C. § 228k.

[8] E. g., Federal Alcohol Administration Act of 1935, 49 Stat. 977, 980, 27 U. S. C. § 204h; Investment Company Act of 1940, 54 Stat. 789, 844, 15 U. S. C. § 80a-42(b).

[9] E. g., Agricultural Adjustment Act of 1938, 52 Stat. 31, 7 U. S. C. § 1367; Securities Act of 1933, 48 Stat. 74, 80, 15 U. S. C. § 771; Trust Indenture Act of 1939, 53 Stat. 1175, 15 U. S. C. § 77vvv; Public Utility Act of 1935, 49 Stat. 833, 834, 15 U. S. C. § 79x; Investment Company Act of 1940, 54 Stat. 789, 844, 15 U. S. C. § 80a-42(b); Investment Advisers Act of 1910, 54 Stat. 847, 856, 15 U. S. C. §80b-13; Fair Labor Standards Act of 1938, 52 Stat. 1060, 1065, 29 U. S. C. § 210(b); Bituminous Coal Act of 1937, 50 Stat. 85, 15 U. S. C. § 836(b); the Natural Gas Act of 1938, 52 Stat. 821, 832, 15 U. S. C. § 717r(c).

[10] E. g., Civil Aeronautics Act of 1938, 52 Stat. 973, 1024, 49 U. S. C. § 228k; Federal Trade Commission Act of 1914, 38 Stat. 719, as amended, 52 Stat. 111, 113, 15 U. S. C. § 45(c) (authorizing the court to issue such writs as "are necessary in its judgment to prevent injury to the public or to competitors pendente lite").

Dissenting Opinion

Mr. Justice DOUGLAS, dissenting.

Congress has provided through § 402(a) of the Communications Act of 1934 that in appeals from certain classes of orders of the FCC the appellate court may issue a stay. The order here involved is of a class which is expressly excepted from § 402 (a). Sec. 402(b) which provides for an appeal from this class of order contains no provision whatsoever for a judicial stay. Where Congress in one section of an Act has provided for a stay of certain orders but not of others, it has not remained silent on the subject. It has drawn a line. And that line should not be obliterated by us in absence of plain and compelling indications that the purpose of Congress was different from what the face of the statute reveals. There are no such reasons here.

The legislative history gives no comfort to the view of the majority. In drafting § 402 Congress had before it H. R. 7716, 72d Congress. That bill, designed to amend the Radio Act of 1927, had been passed by both houses in 1933 but had failed of enactment because of a pocket veto. Under § 16(f) of that bill orders of the type here in question could be stayed by the appellate court. Congress relied extensively on that earlier bill in drafting § 402. H. Rep. No. 1918, 73d Cong., 2d Sess., pp. 47-49.

If Congress had intended the appellate court to have the power to stay this type of order, it hardly seems likely, as the Commission points out, that Congress would have failed to include it, when only the year before it had attempted to write into the statute a specific provision conferring that power. But if we disregard that circumstance and turn to other parts of the legislative history, there are no indications that the line which Congress drew between § 402(a) and § 402(b) was inadvertent or accidental.

Nor are we justified in rewriting the statute to iron out possible logical inconsistencies in the classification of orders which Congress has made in § 402(a) and § 402(b). If we were a legislative committee, perhaps we would not retain in § 402(a) orders which are made by the Commission on its own motion and which modify a station license, since such orders if made pursuant to an application are covered by § 402(b). But to seize on that lack *of symmetry here is to miss the forest for the trees.* The nature of the run of the orders excepted from the stay provisions of § 402(a) demands respect for the words of the Act. The instant case is a good illustration. *FCC* v. *Sanders Bros.*, 309 U. S. 470, holds that a competitor such as appellant has no private property interest which may be protected on appeal.

"The policy of the Act is clear that no person is to have anything in the nature of a property right as a result of the granting of a license." *Id.*, p. 475. Any injury to an existing station as is alleged here "is not a separate and independent element to be taken into consideration by the Commission in determining whether it shall grant or withhold a license." *Id.*, p. 476. Thus it is manifest that the

(*Continued on page 38*)

KMA'S MAY DAY was the recent birthday of Earl May, president of the Shenandoah, Ia., station when the station personnel staged a surprise party for their boss. Here Mr. May prepares to sink a knife into the cake in the presence of (l to r) Mrs. May; his daughter, Mrs. J. D. Rankin; Betty Jane Rankin; J. C. Rapp, KMA station manager.

Your Sales in "PEORIAREA"

. . . NOW

Heavy payrolls of skilled craftsmen every week . . . tens of thousands of them in Peoria's 172 industrial establishments . . . are going into judicious purchases of staples and quality merchandise. Authorities estimate 80% of the production capacity of this *diversified* manufacturing center is devoted to war needs.—Definitely a boom market "for the duration"!

. . . AFTER VICTORY

The industries of "Peoriarea" (16 prosperous Illinois counties) have switched to war production, with *expanded payrolls.* No *special* war plants among these 172 Peoria industrial establishments. Instead, most of them have been producing vital civilian goods for generations—will be tremendously BUSY filling the "post-poned" demands of a victorious consumer democracy. Here's a market in which you'll want to anchor your product—because of its . . .

SALES STABILITY!—Now, and for the years to come. That's what keeps so many national network and spot advertisers renewing contracts — extending schedules — on WMBD! Now's the time to entrench and HOLD *YOUR* market with the DOMINANT station serving "Peoriarea". Write!

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5000 WATTS DAY 1000 WATTS NIGHT

TEST SPOT OF THE NATION

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WMBD PEORIA, ILLINOIS

Buffalo's FIRST for Regional COVERAGE

5000 Watts by Day

1000 Watts Directionally Intensified by Night

WGR 550 K.C.

BASIC MUTUAL NETWORK STATION

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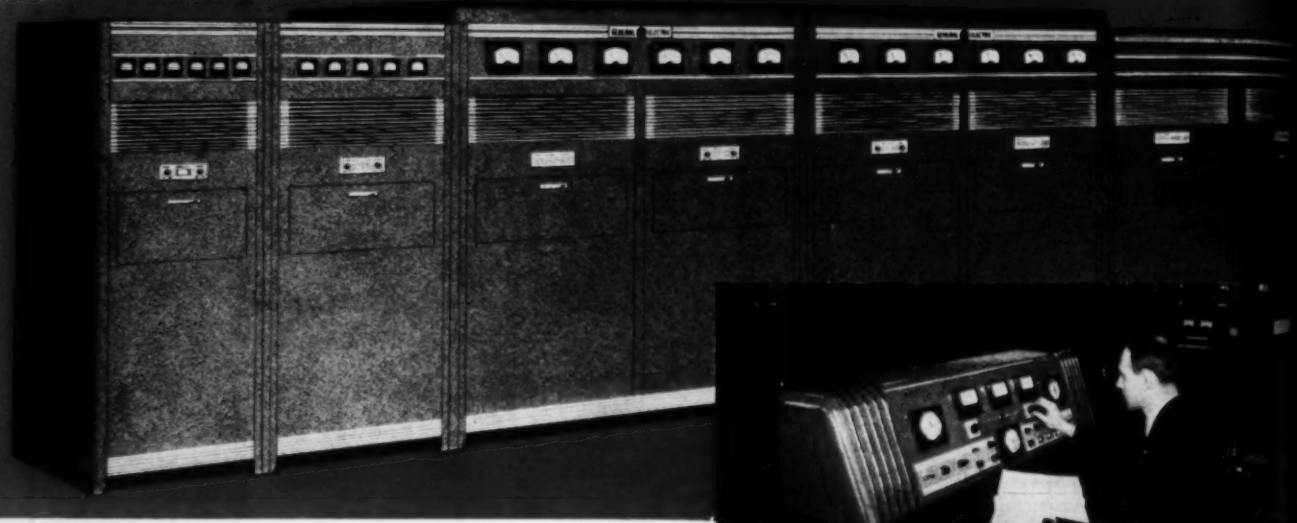
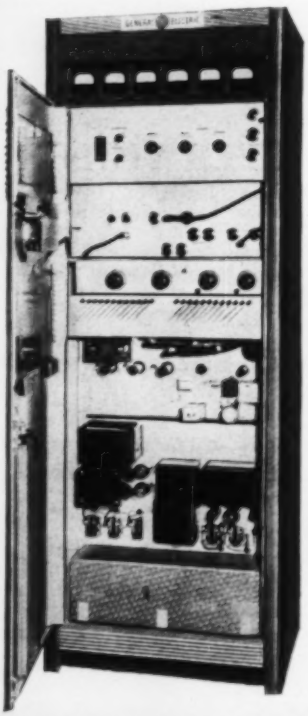
7 HURDLES REMOVED



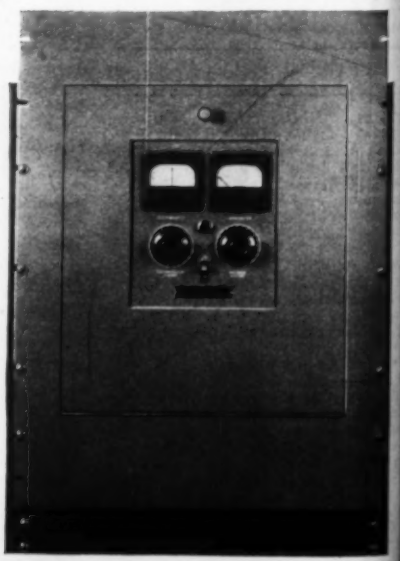
The operating console for the 50-kw transmitter provides single push-button starting for the entire transmitter with automatic sequence. Controls and indicator devices are provided for all major operating functions.

1 ***Installation is easy*** when you choose a G-E *FM* broadcast transmitter. All parts of each unit are fully assembled at the factory. Only a few of the heavier components are disassembled for shipment. All you need to do is set the transmitter in place and attach power lines, controls, audio input, and antenna transmission line. The 50-kw transmitter proper (shown above) takes only 63.6 sq ft of floor space; the 1-kw, only 9.3 sq ft. Our complete line of matched transmitters includes ratings of 250 watts, and 1, 3, 10, and 50 kw.



2 ***You can relay programs*** from studio to main transmitter with practically no loss of original brilliance with this General Electric 25-watt S-T transmitter (for use in the 330–344 mc band). Frequency swing, ±75 kc for 100% modulation, meets F.C.C. requirements.

3 ***High-fidelity S-T reception is assured*** with this rack-mounted S-T receiver. It uses a double-conversion, crystal-controlled superheterodyne circuit specially designed for this type of FM service. It's the companion to our 25-watt FM S-T transmitter shown at the left.



PROVED AT OUR STATION FOR USE AT YOURS

from YOUR PATH to FM

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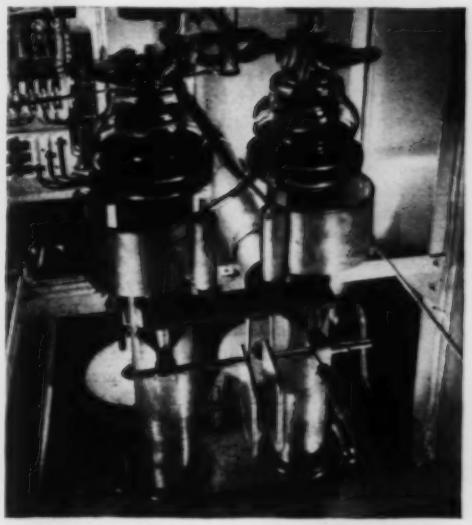
5 ***FM station monitoring is made easy*** with this multi-purpose unit. It provides: direct reading of center-frequency deviation (with or without modulation); direct reading of modulation percentage; intant calibration against a precision crystal standard; adjustable modulation-limit flasher; high-fidelity output for audio monitor.



6 ***For life-like aural monitoring*** of your FM programs use the General Electric JCP-10 monitoring speaker.

AS IN selecting apparatus for other types of commercial broadcasting, the *foremost* considerations in choosing FM equipment are dependability (continuity of service), economical operation, ease of operation, low maintenance expense, and a high standard of performance.

All of these are provided by General Electric FM transmitters and associated equipment. *General Electric, Schenectady, N.Y.*

4 ***New high-gain antennas*** specially designed for FM broadcasting are being developed by General Electric. Let us discuss your individual requirements for either FM broadcast or S-T service.

7 ***Tubes developed especially for FM*** are another G-E contribution to FM's progress. A pair of GL-880's provide the ideal method of attaining 50 kw of FM at 50 mc. General Electric offers a complete line of top performers for standard broadcasting, FM, television, or international broadcast service.

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Peabody Awards

FEW IN RADIO will quarrel with the 1941 Peabody Awards selections. Like the first awards last year, radio's own "Pulitzer Prize" committee picked them well. We can think of others deserving of high recognition, notably Bert Silen, manager of Manila's KZRH and NBC's commentator from the Philippines, now probably in a Jap prison, who might well have shared the reporting award with Cecil Brown—but there is no disputing the outstanding job done by Brown in the Far East.

Gratifying especially was the selection out of what have euphemistically become known as "soap operas" for one of the two drama awards. The Peabody committee undoubtedly had in mind that picking a rare good one out of the welter of the daytime washboard dramas might stimulate better productions in that metier. Miss Michaels' *Against the Storm*, sponsored by Ivory Soap, is certainly a standout for intelligence and integrity, as the committee stated, above the mediocrities in its field. Norman Corwin's magnificent *We Hold These Truths*, was marked as a winner from the day of its presentation.

Also pleasing was the recognition finally accorded the shortwave broadcasters, doing their job behind the scenes and with little or no hope of private gain. Handicapped from the start by silly FCC inhibitions, soon removed after Chairman Fly took office, they nevertheless went forward with international broadcasting development—and are still expanding and improving their plants—so that Uncle Sam wasn't caught napping entirely when war came and it was necessary to have facilities to counter Axis propaganda with American truth.

Power to 'Stay'

RADIO WON a thumping victory in the Supreme Court last week. It was the first case ever carried to the court of last resort by a "private litigant"—all others having been on appeal by the Government from lower court rulings adverse to the FCC.

The Supreme Court upheld the power of the U. S. Court of Appeals of the District of Columbia to issue orders staying decisions of the FCC during the pendency of appeals. The FCC had argued that the court was without such power, and the lower court itself finally divided 3-3 on this issue.

The Supreme Court decision stops dead in its tracks the FCC's consistent defiance of the lower court's interpretations of the Communications Act of 1934. It means that a station, aggrieved by an FCC decision, now can get its day in court. If the FCC's view had been sustained, an appeal from a Commission decision would be an empty, meaningless thing—and possible irreparable damage could be done before the court had the opportunity to review.

The burden of three years of litigation was carried by Scripps-Howard Radio Inc., on behalf of its 250-watt WCPO, Cincinnati. It sought to protect the coverage of that station. The FCC, without notice or hearing, had assigned WCOL, Columbus, to the same frequency. The lower court sustained the FCC contention that it lacked jurisdiction to issue the stay order, but subsequently, on rehearing before the full court, decided to certify the question to the Supreme Court.

The industry owes its thanks to Scripps-Howard Radio, and to its able counsel, Lieut. Paul M. Segal, USNR, for the successful prosecution of the appeal. Coincidentally, the case was argued before the Supreme Court by Mr. Segal the day before he reported for active duty in the Navy.

ANPA Please Note!

RADIO AND THE PRESS have gone a long way since the feuding of the early 30's. Public officials, from the President down, no longer hold press conferences; they're *press and radio* conferences. Radio has its own galleries in Congress. It is recognized as a basic news medium everywhere, except for the few "horse-and-buggy" publishers who persist in banning radio news and program listings, or who identify commercial programs merely as "studio" or "music".

There's the situation in New Haven, where the publisher of the leading newspaper, apparently declines to run any story, even involving the war effort, if it touches radio. There are still a few newspapers, notably in the South, that won't run program logs at all.

With the press and radio so vital in the winning of the war, there is every reason to bury the hatchet for good. Both media are here to stay, and both can and should get along locally and nationally.

Even in Detroit, once a hotbed of radio-press controversy, stations and newspapers have found a way of solving their difficulties and have won the plaudits of the public. In that city Leo Fitzpatrick, head of WJR, who was president of the NAB in 1935-36, when the radio-press warring was at its peak, found a solution on publication of program news. He worked out an arrangement with the *Free-Press* and the *Times* for an exchange of announcements for space of corresponding value in the newspapers. The newspapers sell circulation on the air; WJR runs several columns a week labelled "ADVANCE" to tell about radio personalities, sponsors and other features—and mentions other stations, too.

"The response has been terrific," reports Mr. Fitzpatrick. "It certainly reflects that the public wants radio news."

The nation's newspaper publishers forgather in New York next week for the ANPA, AP and related annual meetings. They could do the nation, their readers and themselves a lot of good—as their own press association long ago realized—by resolving to treat radio news for what it is: a counterpart of the front pages, a great medium for newspaper promotion and a willing and eager collaborator.

They Say . . .

IT IS OUR belief that, whether or not they yet recognize their need, the Army and Navy will be forming women's auxiliary corps before another year is gone. We foresee a call to the YLs [young ladies] and OWs [old women] to enlist in the khaki and blue, much as has been done in England. They will be needed, we think, for the many tasks in which their substitution releases a man for fighting and for the numerous jobs that they can do better than men.

We're probably ahead of our time in proposing this but it seems to us that the girls may profitably begin to think about it and start boning up. They will make admirable operators of radiotelegraph and radiotelephone stations in administrative communications, and of course they're born switchboard and teletype operators. In England the personnel of antiaircraft range-finding sections is exclusively women, and most of the work of watching radiolocator instruments and 'phoning the resulting instructions is done by them. It seems to us that inevitably there will be a call in this country for tens of thousands of them for similar work.

The possession of FCC licenses shows that the YL and XYL [married ladies] operators have the necessary keenness and grasp of fundamentals which will be the chief requirements in this work. We can almost go on from

(*Continued on page 38*)

How About It?

FROM our mail bag:

"Unless the Federal Trade Commission has urgent reason for checking radio copy for frequent intervals as in the past, no doubt immense paper tonnage, not to mention hours of time of depleted staffs of stations could be saved, if the orders for duplicate copy of ads could be far less frequent until the war is won."

That from a broadcaster on the Pacific Coast, where they know there's a war. We think the FTC could well heed this tip, particularly in view of the demand for Government economies in non-war activities.

We Pay Our Respects To —

KOLIN DONALD HAGER

WHEN WGY, the General Electric 50,000-watt transmitter at Schenectady, celebrated its 20th anniversary recently, it observed at the same time the 20th radio anniversary of its manager, Kolin Donald Hager.

A score of years in any job implies hoary age, but that's hardly true of KH, for he entered the game young and has been in the forefront of those who have guided its destinies.

Back in 1922 a station manager didn't have any precedents to follow. His job was to provide suitable programs for the air. He had to find new methods and new sources of programs. He was most successful who was sensitive to the public pulse and could determine what would have general appeal.

Pioneer Hager had as his superior, Martin P. Rice, manager of General Electric's publicity department, who was willing to give his studio manager free reign. This meant financial support even when, by all previous standards, an innovation might have been considered fantastic or too ambitious. Then, too, Manager Hager had back of him the support of General Electric's radio engineering department in which were young men with enough vision and imagination to try anything once.

With this support it is not to be wondered that, under Kolin Hager's management, WGY offered its first remote broadcast two days after its inaugural program on Feb. 20, 1922. Within a year it was broadcasting services from Schenectady, Albany and Amsterdam churches. It was going to the gridiron for such football classics as the Harvard-Yale and Yale - Princeton games. In 1923 WGY engaged lines to the Polo Grounds and originated its own World Series commentary.

Kolin Hager helped inaugurate the little "network" combining WGY with WRC, Washington, and WJZ, New York, along with outlets in Syracuse, Rochester and Buffalo whereby programs were originated at any one of these points. A year before the National Broadcasting Co. was formed, this group was extended to include Cleveland, with Chicago all set to join. Then the NBC took over.

Under Kolin Hager's guidance WGY experimented and pioneered in radio drama. That was in August, 1922. A month later the WGY Players were offering weekly full length dramas and staff members were experimenting with sound effects and the special form of writing necessary for air presentation. Minstrel shows and rural comedies also had radio "firsts" at WGY. Such guest stars as Nance O'Neil, Fritz Leiber and Lionel Atwill were engaged—all, by the way, on sustaining programs. Also, at a time when few people could be interested in writing for radio, WGY offered a $500 prize for the best radio drama.

When General Electric established KGO at Oakland and KOA at Denver, Mr. Hager organized the program and office staffs and assisted Mr. Rice in the direction of the two stations.

Unlike many who were attracted to broadcasting because they saw in it an opportunity for personal exploitation, or because of their own home experiments or training as radio operators, Kolin Hager didn't know anything about radio and had never tried to build a receiver. Born in Gloversville, N. Y., Oct. 21, 1894, he attended grade and high school in Albany. His first job, after graduation from the New York State College for Teachers in 1917, was as instructor of English, dramatics and music.

It might be explained that it was in the field of the drama and music that his ambitions were early directed. He aspired to grand opera and to that end specialized in vocal music and dramatics. A hitch in the AEF in World War I enlisted his energies for a time, but even in the AEF he had a chance to display his histrionic talent as leading man of a doughboy theatrical troupe that played in France, Germany and Italy. Upon his return to these shores he was engaged by General Electric in its sales promotion department. His job was to write and deliver pep talks to dealers and distributors of home appliances throughout the United States.

Thus when Mr. Rice was looking about for someone with the varied talents required for radio broadcasting station operation, his attention was attracted to this man of personable appearance, trained in music and English and a capacity for management. Hager, willing to gamble that radio might last a year or two, accepted the job. Thereafter, as long as he continued to be heard on the air, "KH" was known as "the voice of WGY."

Kolin Hager was probably the first to inaugurate an "announcers school", a periodic gathering for the discussion of announcer problems, pronunciation and air presentation. Many outstanding network announcers gained their first training under him, and others who entered radio via WGY have gone on the executive staffs of advertising agencies.

Mr. Hager was married in October, 1919 to Berenice Pease. They have twin daughters, Norine and Koline, age 15. While dramatics are his chief interest, his hobbies include golf, baseball, swimming and bowling.

Personal NOTES

NORMAN CLOUTIER, NBC musical conductor and copyright expert, has been named musical director of the NBC Radio-Recording division by C. Lloyd Egner, NBC vice-president in charge of recordings. He succeeds Oscar Turner, who resigned to operate his own farm in Charleston, S. C.

PAUL WHITE, CBS director of news and special events, is in the hospital, with a severe case of arthritis. He is expected back in his office in a month or six weeks. Bob White, news and special events, has taken over his work.

GEORGE CLAPP, of the sales department of MBS, will leave April 23 to join WALB, Albany, Ga., as general manager.

FRANK ATKINSON, formerly of the BLUE sales service, is now a private in the Army.

DR. LUIS JATOBA, chief of the Portuguese section of the CBS Latin American network division, is the father of a boy.

CHARLES E. PHELPS, of the BLUE sales staff, has received a lieutenant's commission in the U. S. Naval Reserve.

ALEX W. DANNENBAUM Jr., sales manager of WDAS Philadelphia, has been given an Army commission and leaves for active duty late this month.

JAMES V. McCONNELL, NBC national spot and local sales manager, is in San Francisco on his annual spring tour of all stations represented by his organization. He will be back in New York about the end of the month.

ARTHUR J. KEMP, CBS Pacific Coast sales manager, has also been placed in charge of the network's San Francisco operations, according to Donald W. Thornburgh, Western division vice-president. Chet Doyle, formerly San Francisco timebuyer of McCann-Erickson, has taken over management of the Radio Sales office in that city. Wayne Steffner who formerly held that position is now a network account executive succeeding Edward A. Larkin, who resigned to join the Navy.

FULTON DENT has been appointed vice-president in charge of operations of National Radio Records, New York, publisher of monthly *Spot Radio Advertising Reports*, according to an announcement by N. Charles Rorabaugh, who continues as president of NRR. The latter is also serving in a radio capacity at the Office of Coordinator of Inter-American Affairs. Mr. Dent has been associated with the former Frank Presbrey Co. and with Heffelfinger Co., New York.

PRESTON H. PUMPHREY, former manager of agency relations of BMI and at one time manager of the radio departments of Fuller & Smith & Ross and Warwick & Legler, New York agencies, has joined the station relations department of World Broadcasting System. At one time he was a director at NBC.

RAY C. JENKINS, sales manager of KSTP, St. Paul, has been named chairman of the American Legion Military & Naval morale committee, which arranges all entertainments at Ft. Snelling, at the airfield and at the USO center in Minneapolis.

WILLIAM A. GRAHAM, formerly advertising manager of New England Telephone & Telegraph Co. and advertising manager of Martin Hall Co., Boston tea and coffee house, has joined the sales staff of WTSP, St. Petersburg, Fla.

TOM TURNBULL, formerly of WLW, Cincinnati, has joined the sales department of WFMJ, Youngstown, succeeding Ken McClure, who was inducted into the Army.

VERN A LINDBLADE, account executive of KFAC, Los Angeles, has been inducted into the Army.

CECIL TRIGG, formerly publisher of *Picturesque Southwest* magazine, has been appointed commercial manager of KROD, El Paso, replacing Larry A. Harris, who will be retained as assistant.

GORTON V. CARRUTH, editor and vice-president of Radio Reports, a "clipping" service for radio programs, has resigned to serve as major in the Bureau of Public Relations of the Army. He will be replaced by P. Roberts Rieber.

A. WALTER SOCOLOW, author of a text book on communication law, has moved his law offices to 580 Fifth Ave., New York.

PVT. TOM DE HUFF, formerly of the NBC promotion and advertising department and now on duty in the Fort Monmouth public relations office, has been advanced to the grade of technician corporal.

JERRY WIGLEY, commercial manager of WSUN, St. Petersburg, Fla., has been elected president of the St. Petersburg Advertising Club.

PAUL MEYERS, salesman at WWVA, Wheeling W. Va., is the father of a girl born April 4.

FRANK JARMAN, general manager of WDNC, Durham, N. C., is the father of a baby girl born March 31.

BILL KOST, of the NBC sales staff, has reported for duty with the Army Air Force as a captain. A 1925 graduate of West Point, Mr. Kost served as an artillery officer before resigning his commission to enter civil life.

RICHARD O'HARE, of the Washington law firm of Dempsey & Koplovitz, married Martha Liles, of Washington, D. C., on April 6.

BEHIND the MIKE

WALTER JOHNSON, Hollywood film industry representative on the weekly CBS *Screen Guild Theatre*, sponsored by Gulf Oil Co., following final broadcast of the current series on April 19, resumes his former post of West Coast radio director of Music Corp. of America.

BOB COLVILLE, formerly of WKNY, Kingston, N. Y., has joined the announcing staff of WTRY, Troy.

TONY SHARPE, musical director of WTRY, Troy, has resigned to join the Navy as an ensign.

DONALD BRYAN, orchestra conductor, has been named to succeed Joe Rines as musical director of WMCA, New York, effective April 20. On that date Rines joins the BLUE to handle popular music programs as a director and orchestra conductor.

RICHARD KROELICK, of the MBS publicity department, has joined the Army Air Corps.

CHARLIE REYNOLDS, page of CBS Chicago, has enlisted in the Army Signal Corps.

JANE COHAN of the music department of WBBM, Chicago, has been appointed producer, replacing George Morris, now in the Army.

MARGERY SLOAN, formerly a production assistant of WMCA, New York, has joined the BLUE as a senior writer of continuity for musical programs.

Will Honor Swing

FOURTH ANNUAL Award of Merit of the Poor Richard Club, Philadelphia, will go to Raymond Gram Swing, MBS news analyst, in recognition of "the outstanding job he is doing in interpreting world news to radio listeners." Mr. Swing will be tendered the award at a luncheon on May 5, given by the club, a group of advertising men. Previous recipients of the award are Henry R. Luce, publisher of *Time*, *Life* and *Fortune*; Pearl Buck, author of *The Good Earth*; Westbrook Pegler, columnist.

BLAIR WALLSER, Chicago producer of MBS and NBC dramatic programs, on leave from the networks, has received a lieutenant's commission in the Coast Guard as a public relations officer in Chicago.

EMERSON HITCHCOCK, announcer of WWNY, Watertown, N. Y., has moved to WMBO, Auburn, N. Y., while Donald Mathers of that station, has joined WWNY.

CORWIN BAIRD has joined KOA, Denver, as head of audience mail department, replacing Howard Roberts who has been called to Army duty.

CHARLIE LAKE, formerly of WLW, Cincinnati, and WKST, New Castle, Pa., has become night editor of KTAR, Phoenix, succeeding Myron Drake, now in the service.

WALTER HARRIS, formerly of the announcing and engineering staffs of WMFF, Plattsburg, N. Y., and WFTL, Fort Lauderdale, Fla., has joined the new WHIT, New Bern, N. C.

JACK SWINEFORD, actor of NBC Chicago, has changed his professional name to Jack Lester and has joined the announcing staff of WMAQ, Chicago.

JOE THOMPSON, former NBC producer who entered the Army more than a year ago as a private at Fort Monmouth, N. J., has been commissioned a second lieutenant and transferred to the War Department's radio division in Washington, where he will assist in producing the new *Army Hour* series on NBC.

IRWIN NAITOVE, of the continuity staff of WMCA, New York, has received an ensign's commission in the Navy. Other staff members who have enlisted recently include Bob White, Nat Eisenberg, Paul Schiener and Hal Edelstein.

WARD BYRON, Chicago producer of L. W. Ramsey Co., on the weekly NBC *Fitch Bandwagon*, and Claire Hughes of San Francisco, were married April 7 in Encino, Calif.

JOHN D. WHITMORE, formerly program supervisor of Compton Adv., New York, and previously program director of WLOF, Orlando, Fla., has joined the news and special features division of WOR, New York. He replaces Alvin Josephy, now with the OFF in Washington.

FRANCES ALLEN, network actress of Chicago, has joined WJJD, Chicago, as announcer of a daily quarter-hour women's program.

JOCKO MAXWELL, negro director of sports features of WWRL, New York, is writing a book dealing with the experiences of sport stars he has interviewed.

JOHNNY GRADY, announcer of WHAT, Philadelphia, has been drafted.

RAY SCHAEFFER has replaced Shirley Mayer as press agent of WPEN, Philadelphia.

EDWIN W. TUCKER, program director of WCAM, Camden, N. J., has gone on active duty as a lieutenant in the Army Air Corps.

JAMES ALLAN, publicity director of WFIL, Philadelphia, and Jerry Stone, in a similar capacity at WDAS, Philadelphia, have enlisted for special officers' training in the Army.

RICHARD T. HICKOX, announcer of WLAW, Lawrence, Mass., and brother of Sheldon B. Hickox, NBC station relations manager, married Jessie Turner, station vocalist, on Easter.

JOHN C. MARSHALL, chief announcer at WLAV, Grand Rapids, resigned to join the Army. Gordon F. Kibby succeeded him.

LARRY ROTHMAN, formerly program director of WALB, Albany, Ga., is now stationed with the Coast Artillery at Camp Wallace, Tex.

ROBERT MAHANEY, chief announcer at WIBX, Utica, married Patricia Kennefick April 6 in Utica.

TED SPEARS, conductor of the *Tri-State Farm & Home Hour* on WWVA, Wheeling, entered the Navy April 6.

DOUG FLEMING, formerly of NBC Chicago, has joined the announcing staff of WKRC, Cincinnati.

DICK ANDERSON, announcer at WHO, Des Moines, joined the Army April 4. Ed Lucas superintendent of purchasing and mails at WHO, became the father of a boy, March 31.

JESSIE STEARNS, formerly of the CBS publicity department, San Francisco, has joined Lee & Losch, publicity counselors.

IRA BLUE, sportscaster of KQW, San Jose, Calif., recently was appointed a boxing judge by the California State Athletic Commission.

BILL BALDWIN, formerly director of special events for KFWB, Hollywood, has joined the production and announcing staff of KGO, San Francisco.

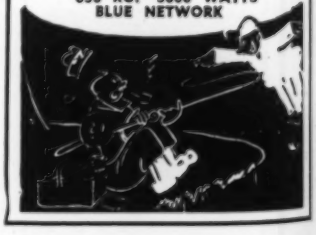
VERONICA FORTUNE, continuity director of WWNY, Watertown, N. Y., is now traffic manager, succeeding Margaret McCord.

"CHASIN' BUSINESS IN THE RED RIVER VALLEY? DO IT THE EASY WAY—WITH WDAY AT FARGO, BUYIN' CENTER FER THE WHOLE VALLEY!"

WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

DOROTHY THOMPSON
ANOTHER FAMOUS COMMENTATOR
NOW ON
WING
THE DAYTON, O. STATION
NBC RED AND THE BLUE NETWORK
5,000 WATTS DAY AND NIGHT
Nat. Rep.: Paul H. Raymer

"If you want a real catch, try KXOK St. Louis, Mo.
630 KC. 5000 WATTS
BLUE NETWORK



BRUCE KAMMANN, NBC production director in Chicago and New York since 1930, has been named assistant to Wilfred S. Roberts, NBC eastern production manager, to be in charge of musical productions. He succeeds George Maynard, who has enlisted in the Army.

JACK LATHAM, formerly program director of KXA, Seattle, has joined the KFI-KECA, Los Angeles, announcing staff.

MONROE UPTON, Hollywood writer of the weekly NBC *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co., will join the Merchant Marine this summer as a wireless operator.

ED WATSON, formerly of KWIL, Albany, Ore., has joined the announcing staff of KGW-KEX, Portland.

JAMES CLEAVER, announcer of WFDF, Flint, Mich., has been named studio supervisor.

JOHNNIE O'HARA, sportscaster of KWK, St. Louis, is teaching a course in radio communications to local women under the auspices of the American Women's Voluntary Service.

JIM KELEHAN, graduate of the Drake radio school, has joined the announcing staff of KSO-KRNT, Des Moines, replacing Dick Covey who left for the Army.

NORMAN JOLLEY, announcer of KSO-KRNT, Des Moines, will leave soon for the Army.

BOB LACEY, formerly of KRIC, Beaumont, Tex., has joined the announcing staff of WLW, Cincinnati.

BOB COCHRANE, formerly announcer of WCAE, Pittsburgh and now in the Army, has married Betsy Conover, U. of Miami student.

RALPH FALLERT, announcer of WCAE, Pittsburgh, has enlisted in the Navy.

EDWARD E. SULLIVAN, formerly script writer of the *Court of Missing Heirs*, is now stationed at Keesler Field, Biloxi, Miss. as a private in the Air Corps Technical Corps. Soon he will report to Scott Field, Ill. for the course in Radio Operation and Maintenance.

MAC FULLER, production chief at KOMA, Oklahoma City, was married to Mary Blanche Selby April 1.

JOHN WOODWORTH, recent graduate of Michigan U., has joined the continuity staff of KOMA, Oklahoma City. David Hudson, formerly announcer of KOCY, Oklahoma City, has joined the announcing staff of KOMA.

HARFIELD WEEDIN, formerly with KPRC, Houston, and Lynn Bigler, formerly of KWFT, Wichita Falls, Tex., have been added to the WFAA-KGKO, Dallas-Ft. Worth, announcing staff.

JOHN C. DAVIS Jr., formerly with WGAA, Cedartown, Ga., has joined WMSL, Decatur, Alabama, as announcer-newscaster.

AL BELL, formerly head of production at WINN, Louisville, has joined WTAD, Quincy, Ill., as head of merchandising & promotion.

ALVIN FLANAGAN, formerly of WSB, Atlanta, has joined KDKA, Pittsburgh, as a production director.

BOB ATHERTON, announcer of WTAD, Quincy, Ill., recently married Gladys Johnson of Cape Girardeau, Mo.

NEAL HOPKINS, of the NBC script division has taken over the writing of *Joe & Mabel*, NBC show, succeeding Irving Gaynor Neiman, creator-writer of the program, who has been inducted into the Army.

GORDON NUGENT, script writer of BLUE, is the father of a boy. The child has been named David.

CHARLES OPPENHEIM III, formerly publicity director of Jay Thorpe, New York (clothes), has joined the press department of WOR, New York. He will be in charge of magazine contacts, and news of commercial programs, formerly handled by Richard Pack, now director of publicity of WOR.

CARLTON (Wiedenhammer) WARREN, assistant to Julius F. Seebach, vice-president in charge of program operations of WOR, New York, has joined the Navy as a lieutenant (j.g.) in communications, and is succeeded by Ira Avery, formerly night studio manager of WOR. Replacing Ira Avery is Joseph Ripley, announcer-producer of the station.

DON DUNPHY, sportscaster of WOR, New York, and Muriel Keating, secretary to John H. McNeil, manager of WJZ, New York, have announced their engagement.

LUIS ALCIVAR, athlete and publicity director of Cre del Ecuador, member of the new CBS Latin American chain, now in this country on leave of absence, has been engaged by CBS to broadcast a weekly review of sports in the United States via shortwave to Latin America.

Look Who's Boss

DEMOCRACY has its ironical side, too! So believes Dave Lasley, formerly Pacific Coast BLUE network sales promotion manager, now in military training. When it came time for company review recently, his corporal was Bill Adams, erstwhile page boy of that network.

WALLY BUTTERWORTH, co-interviewer with Parks Johnson on *Vox Pop*, CBS program sponsored by Emerson Drug Co., Baltimore, for Bromo-Seltzer, has left the show and is being replaced by a different guest co-interviewer each week. Butterworth will announce his plans for a new radio program shortly.

Z. WAYNE GRIFFIN, has resigned as a western radio director of NBC to join the radio department of Berg-Allenberg, Hollywood, talent agency.

12 Key Men of WNAC Enter Military Service

YANKEE NETWORK, Boston, reports 12 key men now in the armed forces from one station alone in its setup—WNAC, Boston. Publicity Director Al Stephenson is in the Marines; six are in the Navy and Naval reserve, including Technical Director Paul A. DeMars; Announcers Kenneth Clapp and Vincent Maloney; Reporters Kenneth Tully and Charles Carroll; John Lord, of the production staff. The five in the Army are Announcer George Cairns, Operator Andrew Hotz, Musicians Paul Zara and Robert Howlett and Maintenance Man Frank Fentross.

FRANCE LAUX, veteran sportscaster of KMOX and CBS, begins his 16th year in baseball reporting when the season opens in April. He is heard nightly over KMOX in his *Sports Review*. During the current season he will also broadcast play-by-play descriptions of the local American and National League games.

KTAR—first with another LEADER

THOMAS BROTHERS . . . Arizona's largest Goodrich Tire Dealer . . . is carrying on. Continuing more than FIVE YEARS of association with KTAR and "The Shadow" these popular stations are successfully diversifying their merchandising. Today it's a case of a little of everything from bicycles and complete automobile service to work shoes. KTAR . . . now in its twentieth year as the veteran producer of better results in this gold spot of the west . . . considers it a privilege to cooperate with such aggressive Arizona business leaders.

KTAR

PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles

The ABC of RADIO in ARIZONA
★★KTAR-Phoenix 5000 W. • 620 KC
★★KVOA-Tucson 1000 W. • 1290 KC
★★KYUM - Yuma 250 W. • 1240 KC
★★KGLU-Safford 250 W. • 1450 KC
★KCRJ - Jerome 250 W. • 1240 KC
★KWJB - Globe 250 W. • 1450 KC
★KYCA-Prescott 250 W. • 1450 KC
★★ NBC RED and BLUE Network Stations
★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

Presto performs better

Check these reasons Why Presto Glass Base Discs are First Choice of Recording Engineers

LESS SURFACE NOISE—Presto Glass Base Discs have the lowest surface noise or needle scratch of any disc made, permitting unusually high frequency response.

PRECISION SMOOTH SURFACE—Presto Discs have a plate glass base, coated in one operation with a special compound developed by an exclusive Presto formula, assuring a fine, even surface.

LONGER LIFE FOR SAPPHIRE CUTTING NEEDLES—Purity of the Presto coating compound, and precision smooth surface greatly increases the life of sapphire cutting needles.

FOR ALL TYPES OF RECORDERS—Presto Glass Base Discs have a thickness of .60" to .075", a non-warping center insert with four center holes. They can be used on all makes of recording equipment.

✓ **Sold Everywhere.** Stocks of Presto Discs are carried in principal cities by Graybar and leading radio parts distributors.

✓ **Not Affected By Age.** Presto Discs can be kept in stock a year or more without deterioration.

✓ **Research Laboratories** use the Presto Discs to demonstrate capabilities of the finest vertical and lateral recording equipment.

✓ **Majority** of larger broadcasting stations and recording studios throughout the world use Presto Glass Base Discs.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4310 CHICAGO, Har. 4340 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, HI. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4215 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cal. 5548 • SAN FRANCISCO, Yo. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BLOCK FOR LUCKIES
Experiment in Commercials
—On Two Programs—

MARTIN BLOCK, m.c. of the *Make Believe Ballroom* programs on WNEW, New York, has been signed to give one-minute commercials for Lucky Strike cigarettes, one time only on each of the American Tobacco Co.'s network programs, *Hit Parade* on CBS and *Kollege of Musical Knowledge* on NBC. The dates for Block's appearances have not yet been set, but will probably be within the next week or so.

Given free rein to ad lib the company's messages, Block will write the plugs himself, following out his belief that it is the delivery, not the text, that puts a commercial over. American Tobacco also sponsors spot announcements for Luckies on Block's own WNEW series. Agency is Lord & Thomas, New York.

Another NBC program, *Pepper Young's Family*, sponsored by Procter & Gamble Co., Cincinnati, has been using Block for commercials.

Swing Kings' Fling

FIRST ALL-AMERICAN dance band, made up of 14 of the nation's best known music-makers, has been announced, following a nationwide poll conducted by the *Saturday Evening Post* via 10,000,000 ballots distributed by more than 100 radio stations throughout the country, in collaboration with theatres and dance halls. The band will appear in a jam session scene in the forthcoming RKO picture "Syncopation", scheduled for June release. The orchestra includes: Benny Goodman, clarinet; Harry James, trumpet; Gene Krupa, drums; Eddie Duchin, piano; Joe Venuti, violin; Alvino Rey, guitar; Bobby Haggert, bass; Jimmy Dorsey, Tex Benecke, Charlie Barnett, saxophones; Tommy Dorsey, Glenn Miller, Jack Teagarden, and Jack Jenny, trombones.

They Say . . .

(*Continued from page 34*)

there to outline the additional things that they could profitably study to prepare themselves. They ought to know typing and teletyping and the operation of a telephone switchboard. They should keep up their code speed. It would pay them to study hard on theory, particularly u.h.f. propagation and the functioning of cathode-ray tubes. Women have proved excellent in cryptanalysis and we believe that would be a valuable study too.

Already women who have some of these capabilities are being eagerly sought for Civil Service positions in various headquarters units of the military. The need will certainly grow more urgent. Those who prepare themselves will be able to make an important contribution to the job that confronts every American.—K. B. Warner in QST.

DETROIT LEADS in naval recruiting and WJR, Detroit, for special announcements, was recognized as a principal cause by the award of a plaque for the station efforts and a special citation for Larry Payne, WJR announcer, in charge of naval broadcasts. In presentation ceremonies are (l to r) Lieut. Commdr. Carson R. Miller in charge of Detroit Naval District; Leo J. Fitzpatrick, vice-president and general manager of WJR and Larry Payne.

Text of Decision

(*Continued from page 31*)

failure of Congress to extend the stay provisions of § 402(a) to the run of orders of this type makes sense. The Urgent Deficiencies Act, which is incorporated into § 402(a), allows a temporary stay "where irreparable damage would otherwise ensue to the petitioner".

But where appeals under § 402(a)(2), as in the instant case, are not shown to involve private rights, analogies to situations where the power to issue a stay is implied because irreparable damage may be done an appellant whose individual interest has been unlawfully invaded are inapposite. For the same reason, statistics as to the presence of this power in statutes of other administrative agencies are irrelevant, in absence of a showing that in the precise situations there involved no private rights were at stake.

And that leads to a related reason why it will not do to lean on "the historic procedures of federal appellate courts" so that an implied power to issue a stay in this type of case may be found. "The office and jurisdiction of a court of equity, unless enlarged by express statute, are limited to the protection of rights of property." *In re Sawyer*, 124 U. S. 200, 210. All constitutional questions aside (*Muskrat v. United States*, 219 U. S. 346) we should require explicit, unequivocal authorization before we permitted an appellant who has no individual substantive right at stake in the litigation to obtain a stay to pre-

WDRC

CONNECTICUT'S PIONEER BROADCASTER

PREFERRED BY ADCASTERS

The list of leading advertisers on WDRC—all experienced adcasters—reads like the "Who's Who" of broadcasting. They all know this simple rule: to sell Connecticut's 1st Market, get WDRC's winning combination of coverage, programs and rate. Basic CBS, Hartford.

CBS

ect the public interest. Repeated attempts of private litigants to obtain special stake in public rights have en consistently denied. See *Massachusetts* v. *Mellon*, 262 U. S. 447; *prunt & Son* v. *United States*, 281 . S. 249; *Alabama Power Co.* v. *kes*, 302 U. S. 464; *Tennessee Electric Power Co.* v. *Tennessee Valley uthority*, 306 U. S. 118; *Atlanta* v. *kes*, 308 U. S. 517; *Singer & Sons* v. *Union Pacific R. Co.*, 311 U. S. 295.

The attempt to obtain a stay is but another manifestation, albeit oblique, of that same endeavor. Hence, instead of starting from the premise that an "historic power" to issue a stay in this type of case will be readily implied, we should assume just the contrary. Not even long acquiescence or approval on the part of the Commission should lead us to make such a departure from those historic, accepted principles. For that reason alone § 402(b) should be read narrowly and restrictively.

Unlawful Invasion

But it is said that Congress entrusted the vindication of the public interest to private litigants. The *Sanders* case properly construed merely means that the Court of Appeals has *jurisdiction* of appeals by a "person aggrieved" or by one "whose interests are adversely affected" by the Commission's decision. § 402(b). But that does not mean that an appellant has a cause of action merely because he has a competing station. Unless he can show that his individual interest has been unlawfully invaded, there is merely *damnum absque injuria* and no cause of action on the merits. *Alabama Power Co.* v. *Ickes, supra; Greenwood County* v. *Duke Power Co.*, 81 F. 2d 986, 999. And see *Duke Power Co.* v. *Greenwood County*, 302 U. S. 485.

Congress could have said that the holder of a radio license has an individual substantive right to be free of competition resulting from the issuance of another license and causing injury. In that event, unlike the situation in *Muskrat* v. *United States*, *supra*, there would be a cause of action for invasion of a substantive right. But as we said in the *Sanders* case Congress did not create such a substantive right. And no facts are shown here which would bring this appeal outside the rule of that case. On that assumption I fail to see how an appeal statute constitutionally could authorize a person who shows no case or controversy to call on the courts to review an order of the Commission. *A fortiori* he would have no standing to obtain a stay.

Furthermore, the power to issue a stay in this type of case, cannot be found in the "all writs" statutes. Judicial Code, § 262; District of Columbia Code (1940 ed.) Title 11-208. As we stated in *Federal Communications Commission* v. *Pottsville Broadcasting Co.*, 309 U. S. 134, the relationship between the Court of Appeals and the Commission is not that of Federal courts *inter se*. ". . . to assimilate the relation of these administrative bodies and the courts to the relationship between lower and upper courts is to disregard the origin and purposes of the movement for administrative regulation and at the same time to disregard the traditional scope, however far-reaching, of the judicial process.

'Errors of Law'

Unless these vital differentiations between the functions of judicial and administrative tribunals are observed, courts will stray outside their province and read the laws of Congress through the distorting lenses of inapplicable legal doctrine." p. 144. The Commission not the courts is the ultimate guardian of the public interest under this Act. The appellate court is limited to a correction of "errors of law". *Id.*, p. 145. The judgment of the Commission not the court determines whether the public interest will be served by an application. *Id.*, pp. 144-145.

Hence the power of the courts in this situation to issue writs under the "all writs" statutes should be limited to the protection of its jurisdiction. If, as here, construction of a new station is completed pending appeal by another licensee, the court's jurisdiction is not impaired, though we assume that it has jurisdiction of the appeal and that appellant has a cause of action on the merits.

If the Commission has committed an error of law, it must bow to the decree of the court and revise its order. But to allow the court to go beyond that and find an implied power to issue a stay in this type of case is to distort the statutory scheme. 12 Air L. Rev. 224. Jealous regard for the administrative role and function in this field will leave to Congress any enlargement within constitutional limits of the judicial power.

Mr. Justice MURPHY joins in this dissent.

Typographical Error

IN THE LISTING by Prof. Heberer of the "20 Best Radio Ads" published in the March 30 BROADCASTING, WLW was inadvertently credited with the ads identified with New Orleans. The call letters should have been WWL. WLW was properly credited elsewhere in the list for its ads included among the 20 best.

Sneaks

PREVIEWS of new radio shows are now an established practice at WINS, New York, after a successful experiment with *Sneak Previews*, a test presentation of programs which have been auditioned and accepted by the station. WINS requests listeners to send in their reactions to the previews of its shows, with the intention of drawing useful suggestions for improvement.

CLEM McCARTHY, well-known radio and newsreel turf announcer, who will again broadcast the Kentucky Derby on CBS this year, has been signed by WAIT, Chicago, to broadcast daily, running description of all races from tracks in the Chicago area starting April 25. McCarthy has been signed as an exclusive feature by the station for a minimum of 27 weeks and is being sold on a participating basis.

Radio News Wire of UP Covers Texas, Nebraska

WITH THE extension last week of the United Press radio news wire circuit to radio stations in Texas and Nebraka, UP reports its direct service is provided to stations in 45 of the 48 States. Dallas and Omaha were added at the same time to the list of 44 radio bureaus now linked directly with UP's transcontinental transmission system.

In Texas, the wire extension makes the news and radio feature news service of UP available to six new stations — WACO, KAND, KTSA, KABC, KNOW, KTEM— bringing to 27 the number of Texas stations served by UP. The Nebraska extension carries the transcontinental radio circuit across the length of the state, as well as through Wyoming and Colorado, adding to the wire KGNF, KGKY and KFBC. This is the first time the radio wire report has been available to stations in Central and Western Nebraska and the State of Wyoming.

He had a word for it!

"THRILLED"

"I was THRILLED *when I looked at the* WWVA *records and saw the terrific job you did on our close-out campaign!"*

The above represents just another WWVA jackpot for an advertiser (name on request) who has been on our schedules twelve months a year for the past nine years. To thrill 'em is the rule rather than the exception at WWVA. And why not, when we speak the language of the masses in Eastern Ohio, Western Pennsylvania and Northern West Virginia, the great Steel and Coal Belt of the Nation.

50,000 WATTS Soon!

WWVA
WHEELING W. VA.

"BLUE NETWORK....5,000 WATTS"

Blair Represents Us Nationally

Purely PROGRAMS

FEATURING former Postmaster General Farley in the role of a Congressional candidate, the new dramatic series *Celebrity Theater* started April 10 on the BLUE. Subsequent programs will feature different prominent figures in lead roles. Scheduled to appear are Jerome Weidman, John Vandercook, Lowell Thomas, Louis Sobol and Rex Stout.

* * *

Camp Stuff

THREE PRIVATES recently inducted from network and advertising agency ranks have joined in producing a camp talent variety program every Saturday, 11:05 to 11:30 a.m., over WAVE, Louisville, featuring the Armored Force Replacement Training Center at Fort Knox.

The program is written and directed by Private Edgar H. Kobak Jr., formerly with NBC, New York, assisted by Robert S. Maurer, formerly with Henry J. Kaufman Adv., Washington. Private Harlow F. Dean, formerly with NBC, New York, produces the program. Ingredients feature the weekly winner of the "All-Star Nite" . . . a humorous episode in the life at the Replacement Center . . . an interview with a private . . . a musical number . . . and a special "Zip Your Lip" dramatization for soldiers and civilians.

Bombs Over Cincy

USING four of Cincinnati's five stations—WSAI, WKRC, WCKY and WCPO—the Hamilton County Council for Civilian Defense is acquainting local citizens with possibilities that might arise from an air attack. The series, *Bombs Over Cincinnati*, uses statistics and drama to emphasize air raid warden and fire fighter duties, the hospitalization setup, the scrap conservation phase, duties of women and children, etc.

* * *

Camera Questions

A PROGRAM for photographers, titled *Camera Club of the Air*, starting on W71NY, FM station of WOR, New York, features a board of photography experts, who will answer questions sent in by listeners, in addition to personal adventure stories by guest news photographers. The broadcasts will be conducted by Walter Engel, station staff photographer, formerly with the *Saturday Evening Post*, *Time* and *Life*.

* * *

Iowa Agrarians

LOCALIZED aspects will be added to the *National Farm & Home Hour* by KSO, Des Moines, which will add its own farm program, *Andy's Farm Forum* to immediately follow the network broadcast. Iowa farm authorities and visiting celebrities will be featured.

Essay Contest

UNDER direction of Bernice Williams Foley, educational director of WKRC, Cincinnati, and Dr. G. H. Reavis, assistant superintendent and director of curriculum for the Cincinnati Public Schools, *Inter-American Student Forum* was launched on WKRC April 4. Students in Cincinnati high schools will interview Latin American representatives and the station, on the program, will promote the nation-wide essay contest, "What Inter-American Cooperation Means to My Country." WKRC will present the winning contestant in its area with an inscribed watch and will present bronze plaques to each of 12 students whose essays are chosen for national and state consideration.

* * *

Around the Block

WAR-TIME protective measures and civilian defense jobs in representative city blocks of Chicago are presented in dramatized serial form on *Our Block*, weekly quarter-hour on WBBM, Chicago. Script by David Peltz and David DeKoven of the OCD, is planned to reflect current changes in defense needs and to stimulate public interest in home front war activities.

* * *

Sports for Late Shifts

SERVICE to the 25,000 defense workers in the Cleveland area whose late afternoon and night shifts deprive them of baseball games, racing and other sports events is the nightly *Sports Final* of WGAR. The 45 minute program at 11:15 p.m. gives play-by-play resumes of the Indians' ball games and other sports reports.

STROKE OF THE PEN signifi the giveaway of a $1,000 defe bond in addition to two $25 bon each Tuesday morning on WPE Philadelphia, starting April 1 The giant giveaway, tieing in w 50 independent movie houses in t city, is sponsored by the Victo Radio Theatre Co. Arthur Simo WPEN general manager, signs t contract calling for the weekly d bursement of bonds for victor Onlookers are organizers of t cooperative theatre company spo soring the program, David Yaffee (center) and Robert Lev

* * *

Victory Variety

VARYING each program to in clude dramatic groups, entertai ers, organization speakers and in dustrial groups, WICC, New Haven on April 13 begins the *WICC Vi tory Theatre*. The quarter-hour will be based on the "victory a home" theme presenting variou facets of morale effort in the New Haven sector.

In St. Louis

More MUSIC

More NEWS

More SPORTS

Than Any Other Network Station

ST. LOUIS

KWK — MUTUAL

ARP Advice

CIVILIAN DEFENSE education is the purpose of *Before the Bombs Come*, now broadcast by KGW, Portland. Each program opens with a transcription of the President's declaration of war and messages urging cooperation from Oregon's Governor Charles A. Sprague and Portland's Mayor Earl Riley. Following this three defense officials answer questions put to them by Robert Smith, author of Oregon's official air raid instruction pamphlet. All material is taken from this text and listeners are asked to have their pamphlets handy during each week's program. Written by E. Anthony Browne, KGW continuity chief, in collaboration with Smith, the series is scheduled to last for three months.

* * *

Stamp Giveaway

A DEFENSE STAMP giveaway show was started on WIP, Philadelphia, April 6, by Tappin's, local credit jewelry firm. The program, *I Am An American*, presents a transcribed dramatization of an event in American history. Contestants must answer true-and-false questions based on the broadcast. Only those who are members of the sponsor's I Am An American Club may compete for prizes. Names are selected from the membership blanks, which are secured without reservation at the stores and at the station.

* * *

Are You A Genius?

QUESTIONS posed by Ernest Chappell, as the "studio genius", feature the CBS *Are You A Genius* series beginning April 13. Chappell asks the question, gives the contestants time to write answers during a musical interlude and then tells the answer. Contestants rate themselves — a 75 point score earning the title of assistant genius while a 90 score rates an associate genius title.

* * *

War Problems

QUESTIONS regarding effects of the war on citizens such as blackouts, rationing and consumer problems are being answered on the twice-weekly program, *Winning the War*, on WDRC, Hartford. Program is conducted by Harvey Olson who heads a new WDRC information bureau securing information from the various Federal bureaus.

Where But

WSYR

SYRACUSE

Can You Get a Basic NBC Red Station covering Central New York?

Anti-Rumor

BENRUS WATCH Co., in cooperating with the Navy, is one of the first big advertisers to lend advertising space to the anti-rumor campaign. For the next few weeks, many Benrus announcements are being devoted to listener messages, urging Americans to avoid gossip and to kill rumors that may be helpful to enemy agents, according to J. D. Tarcher & Co., New York, the agency.

Problems of Nations

PROBLEMS faced by the United Nations are basis of extemporaneous discussions on the *ABCD News Forum*, recently started on BLUE Pacific Coast stations. Representing the American, British, Chinese and Dutch viewpoints in the weekly half-hour news analysis are John B. Hughes, Hollywood news commentator; Miles Mander, English author recently returned from Europe; Dr. Hu Chang, former Chinese ambassador to various European countries; John DeBeaufort, former war correspondent for the *London Daily Telegraph*, and a native of Holland. Emanating from Hollywood, series is produced by Clete Roberts, network's Western division news and special events director.

* * *

Bond Contest

TO STIMULATE sale of savings stamps and bonds, KDYL, Salt Lake City, brought a competitive angle into the sponsored *Victory Legion* program which urges telephone subscriptions for bonds and stamps. Alvin G. Pack, KDYL writer, conceived of a contest between pairs of prominent citizens in sales raising. For example, Fred Tedesco, a commissioner of the city, appeared last week and challenged Ab Jenkins, racing mayor, to a bond selling contest. Tedesco called all of his friends urging them to pledge bond and stamp purchases. Then Jenkins was to try to break Tedesco's sales record.

* * *

Timed for Workers

TO PROVIDE entertainment for defense workers whose dinner hour comes between 1 and 3 a.m., KQW, San Jose, Cal., has started *Bridge to Victory*. CBS network shows presented earlier in the evening are rebroadcast by transcription.

* * *

Vital Statistics

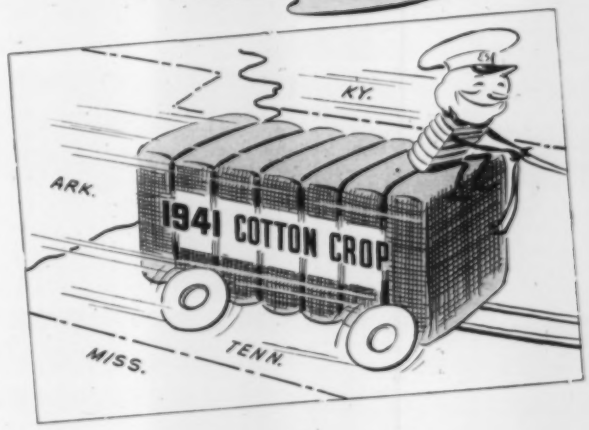
ENTERING its seventh year on WILL, Urbana, Ill., is the *Blessed Eventer* program. Show, sponsored by four local business concerns, opens with a transcribed baby's cry and then announces all recent births, engagements, weddings and anniversaries.

* * *

Cookies Sans Sugar

SUGARLESS COOKIES is the timely item now being offered by Maida Marshall on her *Budget Brigade*, participation show on KLZ, Denver. Recipe is supplied by makers of Rockwood Chocolate Bits, one of the sponsors.

"Cap" Cotton* BREAKS A RECORD



***NEW COTTON SALES RECORD FOR MEMPHIS AND THE MID-SOUTH!**

● The value of the cotton and seed grown and sold in the Memphis market reached the staggering total of $437,050,000.00 in 1941!

This represents a total of almost double that of 1940!

Why not "cotton up" to this rich market, covered completely by the pioneer radio station of Memphis and the Mid-South . . . WMC.

WMC

Memphis, Tennessee

5,000 WATTS DAY — 1,000 WATTS NIGHT

•

NBC RED NETWORK

•

OWNED AND OPERATED BY

THE COMMERCIAL APPEAL

•

REPRESENTED NATIONALLY BY

THE BRANHAM CO.

Member of
South Central Quality Network
WMC—Memphis, WJDX—Jackson, Miss.
KWKH-KTBS—Shreveport
WSMB—New Orleans
KARK—Little Rock

the cotton capital of the world! the industrial capital of the Mid-South!

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C.
RED

MISSISSIPPI SHOWS INCOME GAINS

A 101% gain in State income tax collections indicates higher incomes for more Mississippians.
Total State tax collections are up 50%.
Jackson business maintains 25% increase.
Invest your advertising dollars with WJDX—Dominant Radio Station in the growing Mississippi Market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

SLANTED exclusively to Southern Californians, contest offer on the weekly CBS *Hobby Lobby* program, sponsored by Colgate-Palmolive-Peet Co., received extensive regional promotion and merchandising through a tie-up between KNX, Hollywood, and *Radio Life*, local fan magazine. Listeners and readers were asked to write a letter explaining their respective hobbies. Wide use of store displays was employed, with heavy spot announcement schedule on KNX. Trade agreement was effected with the Los Angeles City Playground Hobby show held in March whereby latter event was plugged on KNX, in return for distribution of display cards offering free copies of *Radio Life*.

* * *

In Time of War

PERSONALIZED war announcements, or special copy written in the style of a personality or program on WOR, New York, have been compiled by the station's promotion department in a small pamphlet "Words For War," for distribution to members of the broadcasting industry. The samples, written by the WOR continuity department, fit every type of broadcast, such as woman's hour, sports review, farm period, quiz program, or concert music.

* * *

'Open House' Recipes

COLLECTION of 42 recipes out of 17,000 sent in by listeners during the past 42 weeks has been published by WCCO, Minneapolis, in connection with its *Saturday Morning Open House*. The book sells for 15 cents.

RISING HIGH is *Cunningham's News Ace* thermometer of consecutive programs, now past the 12,792 mark. The program averages 123 times weekly on five stations: WWJ WXYZ CKLW WJBK, all Detroit, and WCAR, Pontiac. Newscast, sponsored by Cunningham's Drug Stores Inc., Detroit, started March 17, 1940, and the company reports the program is primarily responsible for record sales increases. The program is also used for worthwhile causes such as Red Cross drives and Treasury bond sales. Gathered around the thermometer are (l to r) Jules K. Salomon, director of purchasing; Nate S. Shapiro, president; C. B. Larson, vice president, all of Cunningham's and Lawrence J. Michelson, advertising executive of Simons-Michelson Co., Detroit.

Merchandising & Promotion

Coast Hobby—War Words—MacArthur Discs
CBS Schedules—All-American Boy

Program Book

CBS Program Book is now issued quarterly instead of monthly, with supplementary correction sheets, reporting all changes in programs, to be sent out for the second and third months of each quarter. With the first quarterly issue—Spring, 1942—CBS also enclosed a reply card "in order to limit these mailings to those who find the material valuable." Move was made in anticipation of shortages of the heavy gloss paper on which the book is printed.

* * *

General's Voice

MBS is sending to clients and agencies recordings of the network's broadcast of Gen. Douglas MacArthur of March 21, first time since the outbreak of war that his voice had been heard in the United States. Records are cut for use on home phonographs, making what Mutual terms "a permanent memento of a notable program."

* * *

New Listener Logs

REVISING the format of its program listings, W65H, Hartford FM station, now mails the logs in small booklets to more than 600 listeners who requested them.

Bab-O Premium

A PREMIUM OFFER for buyers of Bab-O Cleanser, now being announced by B. T. Babbitt, New York, on the company's *Dave Harum* program on NBC and CBS, includes "Aunt Polly's Double Reminder Book," an engagement calendar, and an assortment of 12 greeting cards, in return for a Bab-O wrapper and 25c. Agency is Duane Jones Co., New York.

* * *

Meet the Merchant

TO PROMOTE public interest in downtown business firms, KROW, Oakland, Cal. recently started *Monday Night Block Party*, a thirty minute salute to merchants. Each week a different block is selected and the stores in that area honored. Birthdays and institutional celebrations receive special attention and a representative business man appears on the program.

* * *

'All-American Boy'

CLEVELAND'S "All-American Boy" is being sought on the *Jack Armstrong* program for Wheaties (General Mills) on WHK, Cleveland. Each week for seven weeks one of the seven boystowns in the city will nominate a boy for the award. The winner will be chosen May 20 and the winning boystown will receive a trophy.

* * *

Northwest Listening

THIRD annual study of early morning and late evening listening habit in the Northwest has been released by WCCO, Minneapolis. The study taken from recent findings of Samuel E. Gill, radio researchist, and combined with recent C. E. Hooper reports is presented in brochure form.

* * *

Stone Stuff

SALES promotion from WIBW, Topeka, urges recipients to "Kill Two Birds With One Stone—Over WIBW." Dramatized with an attached stone, the mailing piece urges the potential advertiser to wind up '41 with a bang and start to a sales lead with the start of '42.

LOOKING for a PREMIUM?

Investigate how you can build an exclusive premium, sales promotion or good will program with Poster Stamps. Replaces metal or plastics. Quick production. Fast action. Ties in with products, travel, resorts, patriotic. Interesting, strong appeal. National, State or Local. Send for case histories, detailed information of How You Can Use Poster Stamps Effectively at Low Unit Cost.

Mid-States Gummed Paper Co.
2515 S. Damen Avenue, Chicago, Ill.

5000 WATTS DAY & NIGHT

IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!

WRNL

910 KC IN THE CENTER OF THE DIAL

RICHMOND VIRGINIA

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

Agencies

JACK SMALLEY, Hollywood manager of BBDO, in late March was elected chairman of the Southern California chapter of the American Assn. of Advertising Agencies, succeeding Dana Jones, head of the Los Angeles agency bearing his name. Hiram E. Cassidy, vice-president of McCarty Co., Los Angeles, was elected vice-chairman with Arthur W. Gudelman, timebuyer of Barton A. Stebbins Adv. Agency as secretary-treasurer. Gudelman and Norton W. Mogge, Los Angeles manager of J. Walter Thompson Co., were elected to the board of governors for two-year terms.

LARRY RHODES, assistant radio director of Grant Adv., Chicago, and script writer of *Dr. I. Q.*, has been called to Army service. He is succeeded by Art Wright, formerly sales promotion manager of Bell & Howell Co., Chicago (camera equipment), and before that copywriter of Lord & Thomas and Henri, Hurst & McDonald, Chicago.

RUSSELL BRANCH, formerly of RCA, has been named production manager of Henry J. Kaufman, Advertising, Washington. Norman Wollberg has been appointed assistant production manager and Paul C. Clark added to the copy staff.

W. E. STEERS of the media department of Pedlar & Ryan, New York, has been appointed media director of the agency, succeeding A. M. Lewis, retired.

EVERETT W. HOYT, secretary of Chas. W. Hoyt Co., New York, has been elected president of the agency, succeeding Winthrop Hoyt, who is on an indefinite leave of absence as a captain in the Army Air Force.

FREDERICK A. PLATTE, has resigned as vice-president and space-buyer of Anderson, Davis & Platte, New York, and will be succeeded by Lewis G. Van Akin, account executive of the firm. Platte has accepted an executive position with Sharp & Dohme, Philadelphia, pharmaceutical manufacturers.

SAM KERNER, formerly of KNX, Hollywood production department, has joined the radio department of Harry Wurtzel Inc., Beverly Hills, Calif., talent agency.

JOHN NELSON, radio director of Raymond R. Morgan Co., Hollywood, and Arnelle Olson, of that agency, have announced their engagement. Wedding is scheduled for early May.

L. C. CHITTY, timebuyer at Cockfield, Brown & Co., Toronto, on April 6 became the father of a boy, Peter Michael.

PRODUCTIVE ADV. Agency, Los Angeles, is now located at 553 S. Western Ave. Telephone is Fitzroy 4321.

FEWER PROGRAMS OFF FOR SUMMER

DESPITE reports to the contrary, fewer commercially sponsored programs will be withdrawn from NBC during the summer than at any time in recent years, according to Clarence L. Menser, New York national production manager of that network.

On the West Coast this past week to attend a San Francisco meeting of network operated and affiliated stations, he declared that heavy advertisers learned from the last World War that discontinuing advertising for the duration and resuming at the war's end is false economy since a fresh start must be made and all previous gains in establishing a trade mark are swept aside.

He further added that national advertisers are agreed, although they may not have the products, that continuation of radio campaigns to plug name and sell goodwill proves a sound investment for the future.

Grove Placing on 80

GROVE LABS., St. Louis (Chill tonic), is placing one-minute announcements and programs on approximately 80 southern stations to start about May 15. George Duram, media director of H. W. Kastor & Sons, Chicago, is on a two-week trip visiting stations in connection with the schedules.

JOHN T. ADAMS, formerly head of Adams & Adams, New York talent representatives, has been appointed radio director of the New York office of Russel M. Seeds Co. Adams has sold and produced programs for many network advertisers, starting with the show sponsored by Atwater Kent Co. in 1925. He served as director of radio for Erwin Wasey & Co., New York and later became vice-president and general manager of the Texas State Network.

WALLACE TELFORD, media buyer of J. Walter Thompson Co., New York, has been transferred from Montreal to the Toronto office. M. Cardon will replace him at the Montreal office.

MISS RAE B. ELBROCH has been appointed timebuyer of Franklin Bruck Adv. Agency, New York.

W. P. SMITH, formerly in charge of radio production of Charles W. Hoyt Co., New York, has been named radio director of the agency and also will handle timebuying, heretofore managed by D. W. Coutlee Jr., who has been inducted in the Army.

Now Tracy, Kent & Co.

W. I. TRACY Inc., New York, with no alteration in ownership or personnel, has changed its name to Tracy, Kent & Co. Officers are William Irwin Tracy, chairman of the board; Frank S. Kent, president; Hugh Donnell, vice-president. F. D. Plumb is radio director of the agency.

KOB to Free & Peters

FREE & PETERS has been named exclusive national representatives of KOB, Albuquerque by T. M. Pepperday, president. Station which operates with 50 kw. daytime and 25 kw. at night on 770 kc., has an application pending to step up night power to 50 kw.

AGENCY Appointments

BLOCK DRUG Co., Jersey City, to J. Walter Thompson Co., New York, for Gold Medal Harlem Oil Capsules. Plans are now under way for a campaign for the product, which has been promoted with spot announcements in the past.

WASHINGTON LOAN & TRUST Co., Washington, to Henry J. Kaufman, Advertising, that city.

LEE'S CUT RATE DRUG Stores, Buffalo, to Ellis Adv. Co., Buffalo. Uses radio.

CKLW, Windsor-Detroit, and CKCA, Kenora, Ont., have appointed Stovin & Wright at Toronto and H. N. Stovin at Montreal as exclusive representatives.

The Most PROFITABLE Participating Program in the Twin Cities

"AROUND THE TOWN with ANN GINN"

9:45 A. M. Daily

Featuring

The Northwest's Homemakers' Testing Bureau

Membership 3,254 women from Minneapolis, St. Paul and 210 cities and towns in Minnesota, North and South Dakota, Wisconsin, Illinois and Iowa . . . volunteering their services as a committee to accept or reject advertisers' claims. Seals of approval for your use on point of purchase displays.

Used by These Advertisers, Among Others

Nestle Chocolate Products Co.
Iowa Soap Co.
Child Life Magazine
Atwood Coffee Co.
United Fruit Growers
Kelvinator
Nash Coffee
John Morrell & Co.

Low Cost!

Big Results!

Write for Details

WTCN . . . MINNEAPOLIS . . . ST. PAUL

FREE & PETERS, INC.
National Representatives
New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Carnation Milk Co., Milwaukee, 78 *t*, thru Erwin Wasey & Co., N. Y.
Duquesne Brewing Co., Pittsburgh, 312 *sp*, thru Walker-Downing, Pittsburgh.
Eaton Paper Corp., Pittsfield, Mass., 26 *ta*, thru Grey Adv. Agency, N. Y.
Kasco Mills, Inc., Toledo (dog food), 39 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Kellogg Sales Co., Battle Creek (corn flakes), 344 *ta*, thru J. Walter Thompson Co., Chicago.
Kellogg Sales Co., Battle Creek (Pep), 260 *ta*, thru Kenyon & Eckhardt, N. Y.
Lever Bros., Cambridge, Mass. (Swan Soap), 180 *ta*, thru Young & Rubicam, N. Y.
Longines-Wittenauer Co., New York, 13 *t*, thru Arthur Rosenberg Co., N. Y.
National Biscuit Co., New York (bread), 26 *ta*, thru McCann-Erickson, N. Y.
Peter Paul Inc., Naugatuck, Conn. (Charcoal gum), 260 *sp*, thru Platt-Forbes, N. Y.
Pillsbury Flour Mills, Minneapolis, 65 *sa*, thru McCann-Erickson, Chicago.
Rumford Chemical Co., Rumford, R. I., 39 *sa*, thru H. B. Humphrey Co., Boston.
William S. Scull Co., Camden, N. J. (Minute Man Soup Mixes), 47 *sa*, thru J. M. Mathes Inc., N. Y.

WHN, New York

Lever Brothers, Cambridge (Swan Soap), *sa*, 13 weeks, thru Young & Rubicam, N. Y.
Golan Wines, Los Angeles (Lango, Legend Wines), *sa*, 52 weeks, thru Brown and Spector, N. Y.
Macmillan Petroleum Corp., Los Angeles (Ringfree Oil), *sa*, 13 weeks, thru Roy S. Durstine, N. Y.
P. Duff and Sons, Pittsburgh (Ginger Bread Mix), 13 weeks, *sa*, thru W. Earl Bothwell, Pittsburgh.
Oakland Chemical Co., New York (Dioxogen Cream), *sa*, thru Wortman, Barton & Co., N. Y.
S. A. Schonbrunn & Co., New York (Savarin Coffee), *sa*, 13 weeks, thru Arthur Kudner, New York.

WIND, Gary, Ind.

Walton Motors, Chicago, 7 *sp* weekly, thru Irving Rocklin & Asso., Chicago.
Congress Cigar Co., New York (La Palina), 35 *sa* weekly, thru Schwimmer & Scott, Chicago.
Continental Oil Co., Ponca City, Okla. (Conoco products), 6 *sa* weekly, 18 weeks, thru Tracy-Locke-Dawson, N. Y.
Schoenhofen - Edelweiss Co., Chicago (beers), 30 *sa* weekly, 22 weeks, Western Adv. Agency, Chicago.
Golan Wines, Chicago, 6 *sa* weekly, 52 weeks, direct.
Milk Foundation, Chicago (distributors association), 78 *sa*, thru McCann-Erickson, Chicago.

KTFI, Twin Falls, Ida.

Anaconda Sales Co., Minneapolis (fertilizer), 13 *t*, thru McCord Co., Minneapolis.
Chamberlian Sales Corp., Des Moines (lotions), 14 *sa* weekly, 52 weeks, thru Cary-Ainsworth, Des Moines.
Idaho Mutual Benefit, Boise, 6 *ta* weekly, 52 weeks, thru Cline Adv. Co., Boise.
Jaques Mfg. Co., Chicago (baking powder), 6 *ta* weekly, direct.
Smith Bros. Co., New York (cough drops), 4 *sa* weekly, 21 weeks, thru J. D. Tarcher Inc., N. Y.
Continental Oil Co., Ponca City, Okla. (Conoco), 5 *ta* weekly, 21 weeks, thru Tracy-Locke-Dawson, N. Y.

KGO, San Francisco

Washington State Apple Adv. Commission, Wenatchee, Wash. (apples) 10 *sa*, thru J. Walter Thompson Co., San Francisco.
Murine Co. Inc., Chicago (Murine) 10 *sa* weekly, thru BBDO, Chicago.
Walker Remedy Co., Waterloo, Iowa, 5 *sa* weekly, thru Weston-Barnett Inc., Waterloo.

WINS, New York

Barney's Clothes, New York (men's clothes), 70 *sa* weekly, 52 weeks, thru Emil Mogul & Co., N. Y.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 18 *sa* weekly, 4 weeks, thru Newell-Emmett Co., N. Y.
Ex-Lax, Brooklyn (laxative), 70 *sa* weekly, 7 weeks, thru Joseph Katz Co., Baltimore.
Fels & Co., Philadelphia (Naptha soap and chips), 6 *sa* weekly, 26 weeks, direct.
I. J. Fox, New York (furs), 70 *sa* weekly, 6 weeks, thru Louis Kashuk, N. Y.
Gardner Nursey Co., Osage, Ia., 6 *t* weekly, 2 weeks, thru Northwest Radio Adv. Co., Seattle.
Loew's Inc., New York ("Gone With the Wind"), 8 *sa* weekly, 1 week, thru Donahue & Coe, N. Y.
William Peter Brewing Corp. Union City, N. J., 36 *sa* weekly, 13 weeks, thru M. H. Hackett, N. Y.
Roma Wine Co., Fresno, Cal. (wines), 54 *sa* weekly, 52 weeks, direct.
Frank G. Shattuck Co., New York (Schrafft's restaurants), 24 *sa* weekly, 13 weeks, thru Al Paul Lefton, N. Y.
Sheffield Farms Co., New York (dairy products), 6 *sa* weekly, 7 weeks, thru N. W. Aver & Son, N. Y.
Simon & Shuster, New York (books), 6 *sa* weekly, 1 week, thru Northwest Radio Adv., Co., Seattle.
Stanback Co., Salisbury, N. C. (headache powders), 6 *sa* weekly, 52 weeks, thru A. A. Klinger Adv., N. Y.

KFRC, San Francisco

Fox West Coast Theaters, San Francisco (chain) 5 *sp* weekly, direct.
Campbell Cereal Co., Minneapolis (Malt o Meal), 6 *sa* thru H. W. Kastor & Sons, Chicago.
O'Connor, Moffatt & Co., San Francisco (department store), 6 *sp* weekly, thru Ruthrauff & Ryan, San Francisco.
Golden State Co., San Francisco (Golden-V Milk) 3 *sp* weekly, thru Ruthrauff & Ryan, San Francisco.
Dryden & Palmer Inc., New York (Gravy Master), 2 *sa* weekly, thru Samuel C. Croot Co., N. Y.
Ex Lax Inc., New York (Ex Lax), 10 *sa* weekly, thru Joseph Katz Co., N. Y.
Pepsodent Co., Chicago (toothpaste) 10 *sa* weekly, thru Lord & Thomas, Chicago.
Rainier Brewing Co., San Francisco (beer) 6 *sa* weekly, thru Buchanan & Co., Los Angeles.

WOR, New York

L. N. Renault & Sons, Egg Harbor, N. J. (wine and champagne), 3 *sp* weekly, 52 weeks, thru Gray & Rodgers, Philadelphia.
Philco Distributors, Philadelphia, 3 *sp* weekly, thru Sternfield-Godley, N. Y.
New York Post, New York (newspaper), 5 *sa* weekly, direct.
Golan Wines, Los Angeles (wine), 6 *sa* weekly, thru Brown & Spector, N. Y.

WJZ, New York

Rubsam & Horrman Brewing Co., Staten Island, N. Y., 2 *sp* weekly, thru Samuel C. Croot Co., N. Y.
Foster-Milburn Co., Buffalo (Doan's Pills), 3 *sa* weekly, thru Street & Finney, N. Y.

WBBM, Chicago

Quaker Oats Co., Chicago (Sparkies), 6 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
United Drug Co., Boston (Rexall products), 4 *t*, thru Street & Finney, N. Y.
Lady Esther Co., Chicago (cosmetics), 5 *sa* weekly, 13 weeks, thru Pedlar & Ryan, N. Y.
California Fruit Growers Exchange, Los Angeles, 6 *sa* weekly, 5 *sp* weekly, thru Lord & Thomas, Los Angeles.
Kellogg Co., Battle Creek (Corn Flakes), 10 *sa* weekly, 20 weeks,, thru J. Walter Thompson Co., Chicago.
Milk Foundation, Chicago (distributors association), 2 *ta* weekly, 13 weeks thru McCann-Erickson, Chicago.

KMJ, Fresno, Cal.

Rainier Brewing Co., San Francisco, 6 *t* weekly, thru Buchanan & Co., Los Angeles.
Newell Gutradt Co., San Francisco (cleanser), 3 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Manhattan Soap Co., New York (Sweetheart soap), 6 *sa* weekly, thru Franklin Bruck Adv. Co., N. Y.

WMAQ, Chicago

Procter & Gamble Co., Cincinnati (Lava soap), 260 *sa*, thru Biow Co., N. Y.
Milk Foundation, Chicago (distributors association), 65 *ta*, thru McCann-Erickson, Chicago.
Lever Bros., Cambridge, Mass. (Lifebuoy), 65 *sa*, thru Ruthrauff & Ryan, N. Y.
Pepsodent Co., Chicago, 12 *sa*, thru Lord & Thomas, Chicago.

Guest Army Men to Sing On Spitalny Girl Shows

BREAKING a tradition of seven years, the voices of six men—soldiers, sailors and marines—will be heard with the all-girl Spitalny orchestra, featured on *The Hour of Charm*, NBC program sponsored by General Electric for GE Mazda lamps. The appearance of the uniformed men on six successive broadcasts beginning April 26 will mark the first time that any man other than Phil Spitalny has stepped into the show. Selected by Spitalny while the band was on a tour of Army and Navy bases along the eastern seaboard, each man will be brought to New York to sing in the show and will receive $100 War Bond.

The best singer will be chosen by the thirty girl musicians, and will be awarded any equipment needed by his camp or base recreation division up to the amount of $500. Account is handled jointly by BBDO, New York, and Foster & Davies, Cleveland.

Three sails for one boat. You can't help but cover more ground. Adv.

FOLGER'S PROGRAM DONATED TO WP

SETTING a precedent in W... Coast regionally sponsored ra... Folger Coffee Co., San Franci... (coffee), on April 7 turned over... the Information Division of ... War Production Board in South... California and Arizona the pers... nel, production facilities and ... utilized for its planned thr... weekly quarter-hour public serv... program, *America's Home Fr...* on 6 CBS Pacific Coast stati... (KNX KARM KQW KOIN KL... KFPY), Tuesday, Wednesd... Thursday, 5:15-5:30 p.m. (PW...

With only two minutes deva... to Folger commercial copy, wh... is to be separated from the dona... network time, the Governme... portion of the thrice-weekly ... gram will be titled *The War P... duction Board Reports*. Besides ... terviews, the series is to cont... information written from offic... reports and material supplied ... various Government defense ag... cies. John Nelson, radio director ... Raymond R. Morgan Co., Ha... wood agency servicing the Fol... account, will conduct the ser... John Reddy of CBS Hollyw... news bureau has been assig... writer. Arthur Gilmore will a... nounce.

America's Home Front was te... ed by Folger Coffee Co. on KN... Hollywood, for three months ... replaced the *Best Buys* series wh... was dropped with entry of ... United States into the war wh... the Government banned use of te... phones on various types of ra... shows. Format of the public ser... ice series fits into that of the W... Production Board program be... launched tomorrow.

Heileman Campaign

HEILEMAN BREWING Co., L... Crosse, Wis. (Old Style Lager ... has placed one-minute singing sp... announcements by Wendell Ha... with the theme *Keeping Pitchi... America*, 12 times a week o... WCFL, Chicago; WCCO, Minnea... olis; 6 times a week on WO... Omaha; KFYR, Bismarck; KAB... Aberdeen; KOBH, Rapid City, S... D.; KGIR, Butte; KFH, Wichi... WOC, Davenport; KILO, Gra... Forks; WSAU, Wausau, Wi... WKBH, La Crosse. Half-ho... musical programs Monday throu... Saturday at midnight have be... placed on WCFL and WCCO. Age... cy is L. W. Ramsey Co., Chica...

Fur Storage Promotion

TO PROMOTE its annual fur sto... campaign, I. J. Fox, New York fu... rier, has started 20 announcem... weekly on the all-night program ... WABC, New York, as well as tw... morning programs, *Sweet Music* a... *Happy Jim Parsons*, and evening sp... announcements on WOR. New Yo... Company also uses seven quart... hours weekly of the *Make Beli... Ballroom* program on WNEW, Ne... York, and spots on WAAT a... WHOM, Jersey City, WGBB, Fr... port, N. Y., WHN and WINS, N... York. Account is placed by L... Kashuk, advertising director of Fo...

FREDERIC I. LACKENS, adver... ing manager of The Hays Co... Michigan City, Ind., has been ap... pointed vice-president of the Natio... Industrial Advertisers Assn. to fill ... unexpired term of Louis Ott, adv... tising manager of the Ohio Brass C... Chicago, resigned.

Radio Advertisers

SOXON, New York (polish), on April 10 started using ten spot announcements weekly each on WHN, New York and WAAT, Jersey City, N. J. Firm, in addition, started six announcements weekly on WJZ, New York and a thrice-weekly quarter-hour program and five announcements weekly on WNEW, New York. Agency is Brown & Spector Co., New York.

KRAFT CHEESE Co., Chicago, and Swift & Co., Chicago (Sunbrite Cleanser), have started participations in *Consumer's Club of the Air*, thrice-weekly quarter-hour program on WOR, New York. Series features war-time economy information of interest to the homemaker. Agency for Kraft is J. Walter Thompson Co., New York; agency for Swift Co., Needham, Lewis & Brorby, Chicago.

BORDEN Co., New York (milk and milk products), has started *Ollie Chats With You* on KROD, El Paso. Program features Mrs. Ollie Lansden, society editor of the *El Paso Times*, heard Wednesdays at 10:30 a.m. and features news of topics and personalities of interest to women.

BREWING CORP OF AMERICA, Cleveland, has selected WTRY, Troy, N. Y. to introduce Carling's Black Label Beer in the Eastern New York area on the *Carling's Musical Party*, Wed., Fri., and Sat. evenings at 7:45 p.m. Contract for 26 weeks was placed direct.

HIBBS CLOTHING Co., Salt Lake City, has begun *The Sports Parade*, twice-weekly sports and men's fashion program, on KDYL, Salt Lake City.

THE *New York Post*, to announce its change in format April 6 to a daily tabloid, used one-minute spot announcements April 4-6 on four local stations — WOR WMCA WHN WQXR. Agency is Lord & Thomas, New York.

NELSON BROS., Chicago (furniture) on April 10 will start quarter-hour crowd interviews in the broadcast booth following broadcasts of all the Chicago Cubs and White Sox home games on WCFL, Chicago. Agency is George H. Hartman Co., Chicago.

BRANDRAM-HENDERSON, Montreal (paint), has started a spot announcement campaign on a number of Canadian stations. Account was placed by Stanfield Blaikie Ltd., Montreal.

ANACIN CO., Jersey City, has renewed *News of the Day*, over WEVD, for another 13 weeks, Monday through Friday at 9:45, beginning April 6, placed through Joseph Jacobs Jewish Market Organization.

"THE ENEMY WITHIN"

THIS FACTUAL TRANSCRIBED PROGRAM EXPOSES THE NAZI 5TH COLUMN AND SHOULD BE A MUST FEATURE ON EVERY RADIO STATION!!!

For information write or wire

KASPER-GORDON, Inc.
140 Boylston Street
Boston, Mass.

Faryon to Quaker Oats

R. R. FARYON, vice-president of Lord & Thomas, Chicago, resigned April 6 to join the Quaker Oats Co., Peterborough, Ont., as vice-president and general manager. He joined the agency in 1932 and for five years was president of L & T, Toronto. He left Canada two years ago.

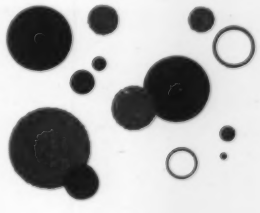
B. MANISCHEWITZ & Co., Jersey City, currently sponsoring the weekly *Yiddish Swing* program on WHN, New York, on April 13 is starting a campaign for Tam Tam Crackers, using station break announcements on stations in 10 major markets. No further details were revealed by A. B. Landau, New York, agency in charge.

CANADIAN INDUSTRIES, Toronto (paint and varnish division), has started musical spot announcements on 12 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

KENNEDY MFG. Co., Montreal (Sapho products), has started a spot announcement campaign on 11 Ontario and Quebec stations. Account was placed by Cockfield Brown & Co., Montreal.

ESSLINGER'S, Inc., Philadelphia (brewery) has expanded to a half-hour the original 15-minutes *The Flavor Lingers* musical show on KYW, Philadelphia, and WBAB, Atlantic City. Agency is James G. Lamb Co., Philadelphia.

LAKE COMPOUNCE, Bristol, Conn. amusement park), using radio for its 12th consecutive year, has signed for sponsorship five-minute dance band contest, Monday through Friday, spot announcements and a 25-minute music program on Saturdays on WDRC, Hartford.



When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

dominant ...on all counts

WMAQ is the station most Chicagoans listen to most.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.

WMAQ Chicago
Key NBC Network Station in Chicago
Represented by NBC Spot Offices in
New York Chicago Boston Washington Cleveland
Denver San Francisco Hollywood

USO Enlists Radio Aid In War Fund Campaign

AIMING at a War Fund Campaign for $32,000,000, the USO has enlisted the aid of radio. Through Neville Miller, NAB president and chairman of the National Radio Committee of USO, arrangements have been made with personalities, programs and stations for complete cooperation. Among the first of the national shows to join the campaign is *Hobby Lobby*. On April 18, Elman will urge listeners to visit USO clubhouses and volunteer aid. Other arrangements have been worked out with local stations for presentation of spot announcements and specially-transcribed 15-minute and half-hour programs through July 4, the campaign's end.

A MUSIC publishing company has been formed by Art Ford, record show announcer of WMCA, New York in association with Tommy Candell, arranger of band music. The firm will be known as Candell-Ford, with offices at 1674 Broadway, New York.

About-Face on Radio News in Detroit After Three Years Finds Press Friendly

AFTER holding "thumbs down" on radio for three years, Detroit newspapers are reported to have done an about-face. For the last month legitimate radio news has been given just consideration.

This change of heart it is reported, is due to a three-year fight conducted by Leo Fitzpatrick, vice president and general manager of WJR, Detroit. From the time the ban was put into effect Fitzpatrick has argued with the publishers to little avail. From time to time he succeeded in tieing in with promotional stunts but nothing of a definite nature was accomplished until two months ago.

In February the WJR head made a reciprocal arrangement with the *Free Press* and the *Times* to exchange space in their columns for time on the air. For both papers he wrote columns of "radio gossip", giving the reader interesting facts about the folk on the air. Very openly, at the bottom of the column, was the line: "This Adv. prepared and paid for by WJR."

Letters Show Wishes

Several thousand letters, it is said, were received by the *Free Press* and *Times* and by WJR, acclaiming the new column and revealing that listeners were hungry for news of their radio favorites. Much of the fascination of the column was due to the fact that no favoritism was shown WJR. Publicity was given to all stations and networks.

Always a crusader for cooperation between press and radio, Fitzpatrick started a round-table discussion called *In Our Opinion*, sponsored by the *Free Press* and WJR each Sunday. All sorts of subjects have been discussed.

Newspapers, Stations Cooperate

On April 5 the program featured S. L. A. Marshall, military analyst of the *Detroit News;* Royce Howes, military analyst for the *Free Press*, and Edgar A. Guest, the poet, in urging unity in the war effort. WWJ, Detroit, cleared time and broadcast simultaneously with WJR.

China Relief Program

AS A SENDOFF for the nationwide campaign to raise $7,000,000, United China Relief on April 11 will sponsor a one-hour program on 125 BLUE stations, 9-10 p.m., which will feature a message from President Roosevelt to be read by Archibald MacLeish of the OFF, and an address by Wendell Willkie. Arrangements for the broadcast were made in cooperation with the Radio Executives Club of New York, and include an appearance by the noted stage team of Alfred Lunt and Lynn Fontanne, as well as comedian Bob Hope. Music for the program from New York will be by Frank Black's Orchestra, and from Hollywood by David Brockman's Orchestra.

Meet the LADIES

CONNIE PORRECA

LIKE the famous "Let George [Do] It", "Ask Connie" is a phrase [of] great importance and meaning especially around the studios [and] offices of WOV in New York. [The] clearing house for traffic, [men], sales and programming, Connie Porreca's desk is a welter of [memo] cards, correspondence, sales plans and programs. She is also in charge of office, personnel and general supervisory details.

Demure and attractive, Connie Porreca started in radio in 1933 as secretary to the commercial manager of WCAU in Philadelphia. Next, she went to Transamerica Broadcasting & Television as secretary to the vice-president. In short time Connie was transferred to the sales department in charge of research, statistics and promotion.

In 1938, Miss Porreca went to Hearst Radio and when Elliott Roosevelt resigned as president to take over the Texas State Network she went with him as his secretary. Two years ago Connie came to WOV, where in a short time she catapulted herself to a spot where nothing happens without someone first saying, "Ask Connie".

BOB TROUT, CBS correspondent in London, supplies the commentary as he takes part in "America Moves Up", first of a series of English-made films for showing in the United States.

Famous FIRSTS
"BOY!"
First WOLF TO CRY, "BOY!"
and FIRST in Washington
WRC
980 KC 5000 WATTS
RED NETWORK OF NATIONAL BROADCASTING CO.
Represented Nationally by NBC Spot Sales Offices in Washington — New York — Chicago — San Francisco — Boston — Cleveland — Denver and Hollywood

CBS Pays $54,466 Total To Departing Employes Entering Armed Forces

UNDER the plan adopted late in 1940, by which employes entering the military service receive a maximum payment of six months salary if they have been with the company more than six years, CBS up to Dec. 31, 1941 paid out to 136 employes entering service with the armed forces an aggregate of $54,466.

This was disclosed in the annual report of President William S. Paley, made public last week. Mr. Paley reported that the board of directors has voted to extend the plan through July 1, 1942, and will also continue throughout 1943 its policy of assuming the cost of insurance coverage of employes included in the company's group insurance plan.

To assist employes at moderate earning levels in meeting the rising cost of living, the company at the beginning of 1942 increased salaries of all persons employed before Oct. 1, 1941 who as of Dec. 15, 1941 were earning $75 a week or less and who were not then being paid under union scale. Such increases were based on 10% of weekly salary up to $30; 7½% of weekly salary from $30 to $40; 5% of weekly salary from $40 to $50. The maximum increase received by any eligible employe under this formula amounted to $4.25 per week.

Zias Leaving Law Firm To Enter Naval Reserve

COMMISSIONED an ensign in the Naval Reserve, Joseph F. Zias, Washington attorney, reported for active duty in the Navy last Wednesday.

Ensign Zias has been associated with the law firm of Loucks & Scharfeld since March, 1937. A native of Bradford, Pa., he was a 1933 graduate of the U of Michigan where he was president of the Student Council. He received his law degree at George Washington Law School in 1936.

Rockhill Producers

ROCKHILL RADIO Inc., New York, has announced its organization to create and produce radio programs, live and transcribed. Joseph Tenenbaum, who will head the new firm, announced it has acquired the offices, facilities, and recording studios formerly occupied by Radio House Inc., 18 East 50th St. Associated with the new company are Stuart Buchanan, CBS director, Stanley Wolf, former CBS writer, and Ted Cott, creator of *So You Think You Know Music.* West Coast office is located at 6305 Yucca St., Hollywood.

Gillette Resumes Fights

GILLETTE SAFETY Razor Co. (Boston), resumes MBS exclusive broadcasts of boxing bouts from Madison Square Garden in mid-May. The series has been interrupted with the arrival of the circus in the Garden last week. Scheduled for May 15 is the bout between Sammy Angott and Allie Stolz, lightweights, followed by the Bob Pastor-Tami Mauriello heavyweight fight May 22. The welterweight bout between Ray "Sugar" Robinson and Marty Servo takes place May 28. Agency is Maxon, Inc., New York.

SQUEEZE PLAY enacted here is a scene from *Rope's End,* current production of Charleston's famous Kanawha Players in West Virginia. Actors are Jack Comfort (left), commercial manager of WGKV, Charleston, and Leslie Gorrall, announcer and former Broadway actor, applying the squeeze with fiendish delight.

CBS Report

(Continued from page 20)

can people is being fired, and their love for democracy quickened by all that radio brings them in its incomparably vivid way to inform their intellects and stir their hearts.

"In addition to doing all it can to help the people win both the war and the peace, radio must preserve much of its normal program structure. Spiritual values must be nourished in these critical times by religious programs. Broadcasts of the world's great music can soothe and bring relief to millions in a nation at war. Radio must also supply light and gay music, programs of fun and frolic, because buoyancy and laughter help to win wars.

Service for Victory

"For the duration, Columbia's first task since Dec. 7 has been and will continue to be, to make radio serve the cause of victory. Today more than ever before it is the people who will shape the world, and it is the people throughout America who listen. So, simply and swiftly and flexibly, we shall strive to keep responsible to the ever-changing needs and opportunities of a great democracy at war.

"To the people of the allied countries in the ranks of the United Nations, Columbia will carry, in its international shortwave programs, the swing and the spirit of our armed forces as they relentlessly press home the war to our common foes, and the surge of democratic devotion by the people at home who spur them on. To the people of our neighbor nations to the South, Columbia's new Latin-American network will speak of our mutual ideas and purposes.

"To secret listeners in lands now under tyrant heels, Columbia will carry a message of hope and deliverance. To other secret listeners in the aggressor countries themselves, Columbia will give facts denied them by dictator-dominated broadcasting agencies, carrying to them the truth that makes men free to conquer the lies that are of the essence of totalitarianism. Free American radio will help the United States win this war."

Dr. I. Q. Shortwaved

ANOTHER SHOW to join the list of sponsored programs shortwaved to service men outside the U. S. via NBC international stations WRCA and WNBI is *Dr. I. Q.,* now heard on NBC in behalf of the Vick Chemical Co., New York, for Vitamins Plus. Agency is Grant Adv., New York. Nineteen programs are now being broadcast to soldiers and sailors abroad.

WRVA COVERS RICHMOND AND CO
NORFOLK, VIRGINIA
WITH 50,000 WATT
BOTH DAY AND NIGHT
COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

KFSD The NBC Blue Network Station

SAN DIEGO America's fastest growing BIG city
600 Kilos. The best frequency for REAL coverage

You cannot reach this rich San Diego market without KFSD, notwithstanding any claims to the contrary.

Over half of the residents of San Diego depend entirely on local stations for their radio service.

There is a lot we CAN'T say about SAN DIEGO -but we CAN say:

The people are here— 330,000 in the city and over 100,000 more in the County. They're working at war-industry wages! What a market! Are you "in"?

For complete information contact our National Representatives or write KFSD San Diego, California

National Rep. PAUL H. RAYMER CO. NEW YORK • CHICAGO • SAN FRANCISCO • CLEVELAND • DETROIT • LOS ANGELES

WHAT'S GRACEY (Ky.) GOT THAT LOUISVILLE HASN'T?

Just between you and us, Gracey (Ky.) may have her charms—but they ain't the kind to raise your business blood pressure! Not when the Louisville Trading Area, *alone*, does 54% of all retail buying in the whole State! . . . To woo Louisville, without paying extra for relatively unproductive coverage, WAVE is your best bet—the station that covers the *whole* area at lowest cost! Send for the proof.

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C. Basic Red

FREE & PETERS, INC.
National Representatives

BRITAIN'S BATTLE OF THE AIR

'V' Symbol a Radio Contribution, Article in 'Saturday Evening Post' Reveals

RADIO contributed the V to World War II. In the current issue of the *Saturday Evening Post*, William D. Bayles describes this as part of the British radio effort in an article titled "London Calling, Goebbels Jamming."

Practically unknown 25 years ago, the article relates, radio has become a vital arm of offense in World War II. So much so that the Axis and the United Nations alike wage a daily battle of words on all wavelengths designed to create doubt, destroy confidence and prepare listeners for the inevitability of their respective doctrines.

The V Battle

The V symbol was originated, Bayles states, by a Belgian announcer, Victor de Lavelaye, who tried it out in his country long before it became a universal symbol of free people everywhere. Britain's radio strategists fell upon it at once and considered its value from every conceivable angle before finally putting it into practice.

In connection with the V campaign, for example, he describes the considerations of various languages necessary before the campaign was actually started. Greece had no V in its alphabet nor did Poland or Yugoslavia. At first Norway objected to use of the V, preferring instead an H for Haakon. Autocratic authority solved this with the slogan, *Ve Ville Vinne*, which is translated literally. Greece adopted the *n* in *niké* which means victory and yet possesses the form of the V.

The V campaign is directed by a British broadcaster whose alias is Col. Britton. Regularly each Friday evening he broadcasts his instructions to V followers throughout the continent. Through his programs which are translated into ten languages, sabotage and resistance of all kinds have been instigated. Now he is even leading a campaign on local quislings throughout the conquered lands. Positive material reaches Britton which enables him to name quislings accurately. A short time later it is not uncommon to learn that they have died mysteriously, one way or another.

In spite of Nazi terrorist tactics, this program and others are listened to and there are two sources of evidence for this contention. Mail comes in regularly and secret British sources even determine the reception at different points throughout the continent.

Mr. Bayles' article covers the entire range of British broadcast activity including other broadcasters as well as the general lines of British propaganda technique in addressing various nations.

WHEN KFBI, Wichita, signed w
the BLUE, it observed the event
hoisting a solid blue flag under "
Glory". Within an hour, the s
tion's switch was blocked with
for an explanation. Manager
Linton finally was forced to
press notices, telling the story
the affiliation, effective April 12,
a member of the Southwest
Group. KFBI stays on MBS.
BLUE evening hour rate is $

Censorship Ban News of Race Ri

Restriction Lifted by Ar But Ryan Refuses Rele

ON THE GROUND that the ne
value was not sufficient to comp
sate for the resultant harm,
Office of Censorship continued
radio "no publicity ban" on the
riot at Fort Dix, N. J., April
according to J. Harold Ryan,
sistant director of censorship
charge of radio.

The Army Radio Branch first
vised "no publicity" on the sto
after a call had been received
Friday morning on the brawl wh
resulted in three fatalities and
eral woundings. After the fa
became known, the ban was lif
but Mr. Ryan ordered it "contin
and sustained." It was pointed
at the Censorship Office that th
was precedent for such action,
similar black-and-white incid
having developed several mon
ago in a Louisiana camp. A
propaganda, it was pointed
has tended to emphasize purpor
racial difficulties in this country.

Ed Kirby, chief of the Ra
Branch of the Army, declared th
from time to time a news situati
arises in which, until full fa
are known, it appears wise for t
War Department to request "
publicity." He explained the F
Dix story was brought to the
tention of the Radio Branch ab
3 a.m. Friday.

Later in the day, when deta
of the incident were available, M
Kirby said, the Department lift
the previous restrictions on bro
cast. "From then on it became
matter for decision by the Off
of Censorship," he said.

Nursery Spots

BEAUTY BLOSSOM Nurseries, Los Angeles, in a 30-day test campaign started April 7 is using three to six daily one-minute transcribed announcements on five stations in that area. List includes KFAC KFVD KMPC KMTR KRKD. Allied Adv. Agencies, Los Angeles, has the account. Dick Bartlett is executive in charge.

A Hearty Welcome to Cleveland

during the

NAB Convention

. . . and the same goes for

HOTELS STATLER in

BOSTON
BUFFALO
DETROIT
NEW YORK
(Hotel Pennsylvania)
PITTSBURGH
(Hotel Wm. Penn)
ST. LOUIS
WASHINGTON
(Under construction)

HOTEL STATLER, CLEVELAND
Robert F. Brydle, Manager

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

tation in Mexico voids U. S. Tax

S. Appellate Ruling Finds come Levy Not Applicable

EXICAN border stations selling e primarily to American adver- ers are not required to pay in- me taxes to the United States, der an opinion handed down ril 3 by the U. S. Circuit Court Appeals for the Fifth Circuit, ting in New Orleans.

Affirming a split decision of the ard of Tax Appeals in a case olving the former XEPN, at edras Negras, Mexico, across om Eagle Pass, Tex., two of the ree circuit judges held that none the former station's income "was rived from sources within the ited States". The amount of tax ught to be recovered by the Com- ssioner of Internal Revenue was proximately $90,000, for the ars 1936 and 1937.

Operated by Branch

XEPN was operated by a Mexi- n company, but W. E. Branch, American, was the actual oper- or. Mr. Branch, identified with veral border stations, now is thorized to locate a new 150,000- att transmitter at Juarez, across om El Paso, on 800 kc. The State epartment protested the assign- ent [BROADCASTING, March 30].

The litigation was initiated in 39 with Robert Ash, Washington x attorney, representing the edras Negras Broadcasting Co., erating the former XEPN. After e Board of Tax Appeals opinion favor of the Texas station had en rendered, the Commissioner of ternal Revenue took an appeal to e Circuit Court. Circuit Judges utcheson and Holmes concluded at even though 95% of the sta- on's income was derived from ad- rtisers within the United States nd bank accounts were maintained oth in Texas and Mexico, the books nd records of the station were in exico and its only studio was cross the border. It concluded, herefore, that all of the services ndered by the station in connec- on with its business were per- rmed in Mexico.

Circuit Judge McCord, in his dissent, held that the income should have been taxed since the programs of XEPN were primarily designed for listeners in the United States and since 90% of listener response came from this country and 95% of its income came from American advertisers. Agents of the station solicited advertisers in this country and the Eagle Pass mailing address used was "most beneficial to the company, if not absolutely essential to the success of the operation."

The original deficiency in tax was approximately $60,000, but this was increased to a claim for $90,000 on the appeal.

Gadget Chance

RAPID growth of electronic gadgeteering for the duration is the prediction of Charley Golenpaul, in charge of jobber sales for Aerovox condensers. Although many hams are and will be engaged in wartime activities Golenpaul nevertheless asserts that those remaining at home will be busy with electronic gadgeteering possibilities. He foresees the possibility of such developments as light-beam telephones for conversing over long distances, various applications of the photo-electric principle, and the like.

H. L. Wilson in Army

HERBERT L. WILSON, consulting radio engineer and head of Allied Research Laboratories, New York, has been called to duty as a captain in the Army Signal Corps. For the duration his firm will be carried on by associate engineers Edward J. Daubaras and Raymond Fuleihan. Wilson is in the general development division of the Signal Corps.

Dr. Wilson

HARRY BRIGHT, for two years program - production manager of WGBR, Goldsboro, N. C., has been named program director of WEIM, Fitchburg, Mass.

Treasury Defers 'Wake Up America'

PLANS of the Treasury's Defense Savings Staff to dramatize the now famous Scripps-Howard editorial "Wake Up America—It's Late" were dropped a week ago because of the swiftly changing national scenes, it was learned in authoritative quarters.

The postponement order, announced April 2 after a dramatized version of the editorial had been recorded, came from "high Treasury officials." The cancellation was ordered on 718 stations carrying the *Treasury Star Parade*, but too late to prevent its broadcast on a number of the stations.

Labor Offended

The editorial, first published in the *Pittsburgh Press*, was widely reprinted and dealt with alleged impediments to the country's war effort. Labor organizations, it is understood, took umbrage and this reaction resulted in the cancellation order. Treasury attaches said the broadcast had only been postponed, but the general feeling is that it has been killed.

Officially, it was stated that the whole picture changed between the time orders were issued for transcribing the program and the scheduled broadcast date. Consequently, it became "untimely". The dramatization, transcribed by World Broadcasting System, starred Frederic March and Janet Gaynor, among others.

'Lutheran Hour' Rests

USUAL summer hiatus of *The Lutheran Hour* on Mutual will start after the April 19 broadcast, with the series to return to that network early this fall. Featuring talks by Dr. Walter A. Maier, the program is sponsored by the Lutheran Laymen's League, St. Louis, and heard Sundays 1:30-2 p.m. on 58 MBS stations. Agency is Kelly, Stuhlman & Zahrndt, St. Louis.

Kathryn Cravens Honored

KATHRYN CRAVENS, who conducts *News Through a Woman's Eyes*, on WNEW, New York, has been awarded first prize by the Assn. of American Pen Women for the best published magazine article to be written by a woman. Her prize-winning article "Helen Keller Pities the Real Unseeing", was published in the magazine section of the *New York Times* June 23, 1940.

the Favorite
ROCHESTER STATION
With Both LOCAL and NATIONAL Program Sponsors
There must be a reason for such Preference . . . Investigate Yourself!
BASIC CBS
WHEC

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.

Radio's Functions In War to Feature Ohio U Convention

Leading Figures to Take Part In Educators' Meeting

FUNCTION of radio in the war will dominate the 13th Annual Institute for Education by Radio, May 3-6 at the Deshler-Wallick Hotel, Columbus. Authorities in the field of education by radio will participate at the four-day session, of which W. W. Charters, honorary director; I. Keith Tyler, director, and M. Margariete Ralls, secretary, will be leaders.

Opening the meeting May 3 will be a general discussion of radio in wartime at which effectiveness of Government use of radio will be the topic. Technique will be that of the MBS *American Forum of the Air*, with these participants: Theodore Granik, *Forum* director, chairman; Edward L. Bernays, public relations counsel; J. Harrison Hartley, chief, Radio Section, Navy Office of Public Relations; Ed Kirby, chief, Radio Branch, Army Bureau of Public Relations; Robert J. Landry, *Variety;* William B. Lewis, Office of Facts & Figures; Roger N. Baldwin, director, American Civil Liberties Union.

News Discussion

At a general session May 4 radio news reports and comments will be the topic, with Arthur J. Klein, dean, College of Education, Ohio State U., presiding. Speakers will be Morgan Beatty, BLUE; H. V. Kaltenborn, NBC; Gregor Ziemer, WLW, Cincinnati. Following will be a panel with these additional participants: James Cassidy, director of special events, WLW, WSAI, WLWO; G. W. Johnstone, BLUE director of news and special events; A. A. Schechter, NBC director of news and special events; Paul W. White, CBS director of news broadcasts. Awards will be announced for the sixth American exhibition of recordings of educational programs.

Work-study groups will take up problems in agricultural and home-making broadcasts, headed by G. E. Ferris, assistant editor, Agricultural Publications, Ohio State U., and John P. Neville, U. of New Hampshire; broadcasting by national organizations, with Henriette K. Harrison, national radio director, National Council YMCA, New York, as chairman; children's programs, headed by Sidonie M. Gruenberg, director, Child Study Assn. of America; religious broadcasts, with Louis Minsky, National Conference of Christians & Jews, as chairman; recordings for school use, with Elizabeth Goudy, Los Angeles County Schools, as chairman; research in educational broadcasting, with Paul F. Lazarsfeld, director, Office of Radio Research, Columbia U., as chairman; school broadcasting, with John W. Gunstream, Texas Dept. of Education, as chairman; college courses in radio, with co-chairmen, Kenneth Bartlett, director, Radio Workshop, Syracuse U., and Warren Scott, U. of Southern California.

Section meetings will consider in-school broadcasting, with Kathleen Lardie, Detroit public schools, presiding; NAB, with President Neville Miller presiding; National Assn. of Educational Broadcasters, with President Harold A. Engel presiding; cooperative approaches to educational broadcasting, with Robert Hudson, director, Rocky Mountain Radio Council, presiding; teacher education in radio, with A. L. Chapman, U. of Texas, presiding; broadcasting for women, with Margaret Cuthbert, NBC program director, presiding; the negro, and radio in education, with Walter N. Ridley, Virginia State College for Negroes presiding; advertising agencies; radio and wartime morale, with Mr. Bernays presiding.

A general session May 5 will cover radio drama in wartime. Presiding will be H. P. McCarty, director, WHA, U. of Wisconsin. Speakers will be Norman Corwin and Arch Oboler. Work-study groups will continue the May 4 discussions and a special section meeting will cover the Columbia Workshop, with Davidson Taylor, CBS vice-president, presiding. At the annual dinner a testimonial will be paid to Walter Damrosch. Niles Trammell, NBC president, is scheduled to present the Damrosch Music Scholarship.

HOW TO CARE FOR RECEIVERS

OPM Offers Listeners Some Suggestions on Keeping Sets in Working Order

WITH THE April 22 deadline for fulltime conversion of receiver manufacturing close at hand, the Office of Price Administration last Tuesday released a list of practical suggestions on the care of home radios for the duration.

The suggestions are felt to be of extra value in view of the doubtful outlook for replacement parts manufacturing. Stations may find it helpful to broadcast the suggestions from time to time so listeners will keep their sets in top condition despite the emergency.

The OPA full text follows:

Make sure that the radio is not placed with its back flat against the wall. Tubes, transformers, and resisters heat up, and free circulation of air is required to prevent overheating. Leave an inch or so between the cabinet and wall.

Check the set's electric cord and plug. The plug should fit firmly into the wall socket and the wires leading to it should be intact.

Check connections also on nearby electrical appliances and lamps. Loose connections on nearby gadgets cause static. Sometimes moving a nearby appliance or lamp farther away will help reception.

If the radio crackles, check the aerial and ground wires to determine whether they are broken in any place or are rubbing against other wires or trees or metals.

If you have not set up a ground connection and your radio is raucous, fix one up by connecting a wire from your radio's ground post to a water or steam pipe. Do not use your gas pipe as a ground.

If you have an outside aerial, make sure that it is equipped with a lightning arrester. Even small "static discharges"—not lightning—may ruin a set unless they are by-passed by the arrester.

Check the set's tubes, to see that they fit firmly in their sockets. Occasionally what may seem to be a bad tube is merely a good tube that is fitted loosely into its socket.

Clean the dust out of your set often. A hand vacuum cleaner will help.

If your radio's performance is unsatisfactory and none of these home adjustments help, it's time to call in the repairman.

These points should be observed:

Call in a repairman from a reputable firm—one with which you are acquainted, if possible.

Insist that he fix the set at your home. Most service firms have portable testing and repair equipment for home calls.

If he insists on carrying the set to the shop, persuade him to give you an inventory of the adjustments he thinks will be necessary, and request the return of old parts which he finds necessary to replace.

KFAR, Alaska Stati... Given Power Incre...

TO AFFORD increased cove... in Alaska, a vital defense ... the FCC last Tuesday on its ... motion granted KFAR, Fairb... a construction permit to inc... its power from 1,000 to 5,000 w... on 610 kc.

The station had applied for ... 000 watts on 660 kc., seeking ... additional power to increase ... coverage in remote areas not ... adequately served by any sta... The Commission, however, au... ized the increase to 5,000 watts ... its present 610 kc. assignment ... spite the fact that no applica... was pending.

The grant was made contin... upon both KFAR and KFRC, ... Francisco, also assigned to ... effecting modification of their ... tennas "to reduce interferenc... the light of experience." San Fr... cisco is some 2,500 miles fr... Fairbanks.

Clicquot Club Spots

CLICQUOT CLUB, Millis, M... on April 27 will start one-mi... daytime transcribed announcem... 10 times weekly on 14 New E... land stations for 17 weeks. Pl... to carry the campaign to other ... gions are not complete. The c... paign is already on WFPG WS... WEEI WBZ WBZA WO... WJARW WDRC WTAG WL... WCSH WLBZ WICC WI... WCAX WSYB. N. W. Ayer & S... New York, is the agency.

Trout to Return

BOB TROUT, CBS correspond... in London, is leaving this m... to return to America via Turk... Egypt, Malta, Australia and N... Zealand, broadcasting from th... countries en route. His place w... be taken by Edward R. Murr... chief of CBS European staff, w... starts a series for Internati... Silver Co. April 16 as the summ... replacement for its CBS Sil... *Theatre Show.*

Gen. Mills, Lever Games

GENERAL MILLS and Lever Br... have signed contracts with W... Washington, for the broadcast rig... to the Washington Senators ga... home and away. Previously the sta... had purchased the rights from W... baseball club for a reported $25,0... [BROADCASTING, April 6]. Lever Br... will broadcast the opening game A... 14 and the sponsors will alter... throughout the season. Arch Mc... Donald will announce, assisted by ... King. Knox-Reeves is agency for G... eral Mills and Ruthrauff & Ryan r... resents Lever Bros.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives

$678,024,000.00
Annual income of WIBW farm families—a market dominated by our six-state signal. Ready to sell for you.
WIBW The Voice of Kan... in TOPE...

Kolin Hager Elected Director At NAB 2d District Meeting

War Broadcasting Committees for Each Favored; Support Is Pledged to Government in War Effort

ESOLUTION to create war oadcasting committees for each ate to carry on and extend the ork being done by district repreentatives of the NAB Defense ommittee was adopted unanimousat the 2nd NAB District Meetg in New York last Friday. The solution also stated the broadsters' pledge to support Governent agencies working in the war fort, and two additional resolutons were adopted pledging unanious support of BMI and full confidence in the NAB.

The committee framing the solutions consisted of Kolin agers, WGY, Schenectady; John L. Hogan, WQXR, New York nd Elliott Stewart, WIBX, Utica.

Hager Elected

At the biennial meeting Kolin ager, manager of WGY, was ected director of the 2d District r a two-year term, replacing larence Wheeler, WHEC, Rochesr, whose term in office expired is year. (For sketch of Mr. ager see page 35.) The elections ommittee consisted of William ay, WHAM, Rochester; Michael anna, WHCU, Ithaca, and Cecil . Mastin, WNBF, Binghamton.

After a review of the NAB's ctivities in the present emergency nd its actions since Dec. 7, 1941, ate of the attack on Pearl Harbor, y C. E. Arney Jr., assistant to eville Miller, NAB president, Col. . C. Wilder of WSYR, Syracuse, nd 2d District representative of he NAB Defense Committee, gave report on college training of raio technicians for the emergency.

Three representatives of music opyright companies discussed the usic situation. Carl Haverlin, staion relations director of BMI, nnounced that 621 stations have igned BMI licenses to date, representing 85% of the dollar volme of the industry.

Stating that 140 publishers, the ajority of whom are American ompanies, are now members of ESAC, Leonard Callahan, legal epresentative of the firm, reported hat 836 stations have SESAC lienses. He also pointed out the anger stations face in playing ome music without checking spefically who the copyright owner ay be, often a separate company om the publisher of the music r the licensing society of which e published is a member.

John G. Paine, general manager f ASCAP, expressed the opinion hat the "ASCAP-radio music probem is solved forever" and that difficulties which have arisen in he past few months have been ostly ASCAP's fault." A new SCAP "philosophy" has come out f the radio fracas, he stated, the ociety's policy now being "to stress the service angle rather than the rights problem."

He announced that new ASCAP program of song-writing, merchandising and selling aids to enlighten the industry on how to use ASCAP music would be ready for release the week prior to the NAB convention in Cleveland, May 11 [BROADCASTING, March 23]. Mr Paine concluded with the statement that $964,000 had been distributed by ASCAP to its 1350 members at the end of the first quarter of 1942.

District representatives heard "off-the-record" talks by Robert K. Richards, Office of Censorship, and Lieut. Morgan Reichner, USNR, Radio Section, Office of Public Relations, Third Naval District.

Members present other than those mentioned were: John A. Bacon, WGR; E. A. Hanover, WHAM; Mrs. Scott Howe Bowen, Helen Wood, WIBX; E. H. Twamley, WBEN; Elliott Sanger, WQXR; Charles Phillips, WFBL; O. L. Maxey, WSNJ; Roy L. Albertson, WBNY; Michael Hanna, WHCU; E. R. McCloskey, WNBF; Bernard Estes, WINS; Clarence Wheeler, WHEC; Eugene Carr, WGAR, of District 7. Non-members present included Russell Woodward, Free & Peters; Alex Sherwood, Standard Radio; George Bolling, John Blair & Co.; J. G. Gude, CBS; Burton Adams, NBC; C. Lloyd Egner, Claude Barrere, Jack Treacy, W. B. Parsons, Norman Cloutier, NBC radio-recording; C. E. Langlois, Emile Cote, Pierre Weis, Langlois & Wentworth; Ed Codel, WPAT.

Elwood to Coast

JOHN W. ELWOOD, manager of the International Division of NBC, has been transferred to the networks Pacific Coast division where he will report to Sidney N. Strotz, vice-president in charge, for special assignment.

STANDARD'S TEMPO
Disc Firm Records Marches In Regulation Rhythm

TWO years ago when the defense program accelerated into full swing, Standard Radio, Hollywood transcription firm, was recipient of many requests from signal officers all over the country for transcribed marches. But one iron-bound stipulation was included in the requests—that each number be in exact 120 steps to the minute tempo, this being the accepted marching rhythm of all branches of the armed forces.

Standard complied with the requests asking Joe Colling, conductor of the Military Band, to use that tempo. Mr. Colling accomplished this by using an ingenious gadget resembling a wrist watch. The device transmitted 120 vibrations per minute to the arm of the conductor facilitating the giving of the exact beat. As a result all Standard band recordings are in the regulation march rhythm.

As another gesture in the war effort, Standard has been shipping gratis to the Army all returned libraries which are in good condition. The Army in turn has been forwarding the discs to servicemen stationed throughout the world.

BEST FOODS Inc., New York, has appointed the Joseph Jacobs Market Market Organization as advertising and merchandising counsel in the Jewish field. Campaign just released includes *Melody Box* over WEVD, New York.

BVC Session Considers Problems Facing Radio

BROADCASTERS Victory Council held one of its periodic meetings in Washington last Thursday and discussed over-all industry affairs.

BVC decided that since it is representative of all five trade groups in the broadcasting field, it would not enter an appearance before the House Interstate & Foreign Commerce Committee hearings on the Sanders Bill, scheduled to begin April 14, unless unforeseen circumstances develop.

Present were Chairman John Shepard 3d, Yankee Network; Executive Secretary O. L. Taylor, KGNC, Amarillo; John E. Fetzer, WKZO, Kalamazoo; James D. Shouse, WLW, Cincinnati; Walter J. Damm, WTMJ, Malwaukee, and Eugene C. Pulliam, WIRE, Indianapolis. Vice-Chairman George B. Storer, Fort Industry Co., was absent because of illness.

Brown & Spector Dissolve

BROWN & SPECTOR Co., New York, formed March 1, 1942, by a merger of Raymond Spector Co. and Brown & Thomas Adv. Corp. [BROADCASTING, Feb. 23], has dissolved and separated into the two original companies, as of April 13. Brown & Thomas stays at 10 Rockefeller Plaza, offices of the dissolved company, while Raymond Spector Co. returns to its former quarters at 32 E. 57 St. Dan Rodgers, who served as radio director of Brown & Spector during its six weeks of operation, returns in that capacity to Raymond Spector, where he was employed before the merger.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

"COME ON-REDS!"
shouts Suzy our Steno. "This year, again, avid Redleg fans are tuning to the more complete and more interesting play-by-play description of the Reds' games broadcast by experts Roger Baker and Dick Bray, Cincinnati's favorite baseball broadcasters.
ALL WSAI advertisers benefit from Cincinnati's preference for WSAI's coverage of the Reds' games.
WSAI'S SALES AIDS
1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast
IT SELLS FASTER IF IT'S
WSAI IDENTIFIED
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

Network Accounts

All time Eastern Wartime unless indicated

New Business

SHIRRIFF'S Ltd., Toronto (marmalades) on April 7 started *Fun Parade* on CFCF, Montreal; CKCO, Ottawa; CFRB, Toronto, Tues. 8:30-9 p.m. agency: Cockfield Brown & Co., Toronto.

Renewal Accounts

PURE OIL Co., Chicago, on May 11 renews for 52 weeks *H. V. Kaltenborn*, on 36 NBC stations, Tues., Thurs., adding Mon. Wed. and Fri. at 7:45-8:00 p.m., dropping Saturdays. Program will then be broadcast Mon. thru Fri., at 7:45-8. Agency: Leo Burnett Co., Chicago.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), on April 28 renews for 52 weeks *Red Skelton & Co.*, on 118 NBC stations, Tuesday, 10:30-11 p.m. (EWT). Agency: Russell M. Seeds Co., Chicago.

Network Changes

CAMPBELL SOUP Co., Camden (concentrated soups), on May 1 discontinues *Lanny Ross* on 57 CBS stations, Mon. thru Fri., 7:15-7:30 p.m. Agency: Ward Wheelock Co., Phila.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings King Size Cigarettes), on April 10 replaced *Captain Flagg & Sergeant Quirt* with *People Are Funny* on 64 NBC stations, Fri., 10-10:30 p.m. Agency: Russel M. Seeds Co., Chicago.

CBS '41 Payments

OFFICERS and directors of CBS received payments for services in all capacities totaling $708,781 during the accounting year ending Jan. 3, 1942, stockholders were informed last week in a notice calling the annual meeting of stockholders at the company's offices in New York May 13. William S. Paley received $202,155, Edward Klauber $102,400 and Paul W. Keston $62,543. The total of $708,781 included compensations also to the other 23 officers and directors as well as legal payments to Rosenberg, Goldmark & Colin in the amount of $92,325 and to Burns, Currie & Walker $45,000.

INSTRUCTION in the Chinese language is broadcast weekly on KOY, Phoenix. Quarter-hour program, titled *The Chinese Have a Word for It*, is conducted by G. Herbert Cole, meteorology instructor for Chinese air cadets currently training in that area.

ENLISTING TOGETHER 18 months ago, the Southwesterners, whose quartet renditions were formerly aired on WKY, Oklahoma City, have been carrying on in the interim. Their songs have been featured on many programs of the 45th Infantry Division on KRBC, Abilene, Tex. However, the Air Corps and marriage are about to break up the organization with Corp. Bob Barry (left) and Sergt. Billy Hale (right) expecting calls into the flying branch, and Sergt. Owen Stinnett (left center) recently becoming a benedict. Sergt Arnold Nored, the fourth member, remains in the 120th medical regiment to carry on.

NETWORK PROGRAM REVISED BY BAYER

BAYER Co., New York (Aspirin), in its shift of network programs April 20 has decided to change the format of *Second Husband*, now on CBS as a half-hour show Tuesday at 7:30 p.m., making it a quarter-hour five-weekly serial when it shifts to the BLUE. On that network, it will occupy the 11-11:15 a.m. spot now filled with *Orphans of Divorce*, sponsored Monday and Tuesday by R. L. Watkins Co., New York, for Dr. Lyons toothpowder, and the remaining three week days by Bayer.

In the vacated period on CBS Tuesdays at 7:30 p.m., Bayer on April 20 is placing *American Melody Hour*, currently on the BLUE, Wednesdays 9-9:30 p.m. [BROADCASTING, April 6]. Agency handling the Bayer and Watkins account is Blackett-Sample-Hummert, New York.

Griffin Resigns

Z. WAYNE GRIFFIN, West Coast radio director of BBDO, Hollywood, on April 1 resigned to join Phil Berg-Bert Allenberg, Beverly Hills, Cal., talent agency. Jack Smalley, in addition to his duties as Los Angeles manager, has assumed the radio directorship of BBDO. Mr. Griffin will continue to produce Hollywood originating shows of the weekly half-hour NBC *Cavalacade of America*, sponsored by E. I. DuPont de Nemours & Co., which places through BBDO.

KEYS, Corpus Christi, Tex., has appointed Forjoe & Co., New York, as national representative.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Belgian FM Series

LATEST SPONSOR to sign with the seven FM stations of the American Network throughout the Northeast is the Belgium Information Center, New York, which on April 16 starts a quarter-hour weekly program of information on Belgian colonies, their resources and history. To be heard Thursdays, 5:45-6 p.m., the broadcasts will be presented on the FM stations in New York, Philadelphia, Hartford, Albany, Schenectady, Boston and all New England. Agency handling the account is Gotham Adv. Co., New York.

Sterling Latin Series

STERLING PRODUCTS International, Newark, in preparation for an extensive radio campaign in South America, is sending five representatives, experienced in the radio field, to that country to line up stations interested in carrying a schedule of soap operas, variety programs, script shows and other type programs. Four have already left for Mexico, Colombia, Venezuela and Peru, and William J. Steele of the company is en route to Chile. The programs, all to be broadcast locally in Spanish, will promote SPI's drug products, with special emphasis on its aspirin product, Mejoral.

Krueger List

KRUEGER BREWING Co., Newark, for its beer and ale summer campaign is using transcribed announcements on WDBJ WRML WLBZ WCOU WGAN WEAW WCAX WDEV, as well as the weekly half-hour *Go Get It* program on WOR, New York. The company also uses quarter-hour newscasts on WKNE, news flashes and five-minute news on WLNH, and spot announcements on WNBC. Agency is Compton Adv., New York.

War Theme Hea
Promotion Conte

Allison Announces Plan
Annual NAB Competition

KEYED to the "Radio and War" theme which is expecte dominate the NAB convention Cleveland May 11-14, a com outline of the NAB annual St Promotion Competition is sent out to all stations by M (Chick) Allison, promotion publicity chief of WLW, Cin nati, and chairman of the Promotion Display Committee.

"This plan," Mr. Allison "has been discussed with the of Facts & Figures and they heartily in accord with its pur and will cooperate to the f extent."

Four Types of Competition

Competition, under the plan divided into four groups and cer ficates will be awarded it was in each group to large, medi and small stations. The groups low: (1) Certificate of award the station which has most effectively educated its audience cerning the war effort; (2) cer cate of award to the station wh has most effectively inspired audience to continue its support the war effort; (3) certificate award to the station which has tinguished itself in the conduct civilian defense activity; (4) cer ficate of award to the stati which has made important con butions to progress in the art broadcast advertising.

The competition rules are:

1. There is no limit to the numbe individual display panels any station enter.
2. All panels must be received at Hotel Statler in Cleveland by Fri May 8.
3. If you wish displays returned, be to pack in a carton or crate which opened without dismantling. All ments will be returned freight collect lowing the close of the convention.
4. Panels are to be uniform 28" wid 44" high and, due to the method of playing *must be composed* vertic Panels must be constructed with flat ba so they can be displayed on the ea easel-type frames being constructed cially for them. There are no other strictions in the manner in which panels are to be made. Your imagina and ingenuity have full play.
5. Each panel must bear somewhere its face the station call letters and the co petition class number in which it is entered—1, 2, 3, or 4.
6. Address all shipments to: M. F. J son, NAB Promotion Display, Hotel ler, Cleveland.

Cowan COI Aide

LOU COWAN, owner of *Quiz K* and public relations specialist Chicago, on duty as a civilian c sultant to the Radio Branch the War Dept. last week was loa to the Office of the Coordinator Information at the request of R ert E. Sherwood, assistant direc in charge of international bro casting.

KIRO THE FRIENDLY STATION
SEATTLE • 50,000 watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

TRANSAMERICAN TIE SEVERED BY WLW

COMPLYING with the terms of a mutual agreement arranged more than a year and a half ago, severance of the New York sales office of WLW, Cincinnati, from Transamerican Radio & Television Corp. will be effected May 1, it was announced last week by James D. Shouse, vice president and general manager.

Mr. Jennings

Mr. Shouse explained the move saying, "Transamerican's expansion in program and transcription activity has been such that their requirements call for the use of all available space. Recognizing the fact that the move would be necessary eventually, we set our sales organization up independently and have controlled the operation from Cincinnati for more than a year. Thus our move is nothing more than the culmination of plans mutually agreed upon by WLW and Transamerican some months ago."

Letters notifying all accounts were mailed last week by Transamerican. The WLW staff will move from Transamerican's present headquarters at 1 East 54th St. to the International Bldg., 630 Fifth Ave., telephone Circle 6-1750. Warren Jennings manages the WLW New York office and the sales staff includes Frank Fenton, Eldon Park, George Comtois and Bernie Musnik.

Theatres' ASCAP Suit Cites Anti-Trust Charges

MORE LITIGATION headaches developed for ASCAP last Thursday when eastern motion picture exhibitors filed anti-trust suits against ASCAP seeking $606,784 in damages and $50,000 in counsel fees.

The suit was filed by 157 corporations operating theatres in New York, Connecticut, New Jersey, Massachusetts and Washington, D. C. Alleging violation of both the Clayton and Sherman anti-trust acts, the exhibitors asked for injunctive relief from the court. ASCAP, its board of directors, 19 corporate members and 1500 individual members were named. The suit alleged that ASCAP, through control of "hit" tunes, was able to peg prices of film rentals.

Minnesota Regional

A NEW REGIONAL wired network has been formed by KROC, Rochester; KYSM, Mankato; and KATE, Albert Lea, and will operate as the Southern Minnesota Network. The former two stations are NBC and BLUE affiliates while KATE is affiliated with Mutual. Network will be sold on both announcement and program basis with $150 per evening hourly rate. Foreman Co. has been appointed exclusive national representative for the network as well as for the individual stations.

RONALD REAGAN, Hollywood film star, formerly announcer of WHO, Des Moines, joins the Army April 19 as cavalry lieutenant.

Studio Notes

TWO NEW CONTRACTS and three renewals have been signed with the NBC Radio Recording Division. New subscriber to Sam Cuff's *Face of the War*, is WSLS, Roanoke, Va. WSJS, Winston-Salem, N. C. has contracted for *Time out With Ted Steele*. Renewals were signed by KBIZ, Ottumwa, Ia., for *Betty and Bob;* WHEB, Portsmouth, N. H., for *Five Minute Mysteries;* WFVA, Fredericksburg, Va., for *Hollywood Headliners*.

WPEN, Philadelphia, will shortly join with 50 independent theatre owners to promote the sale of war stamps and bonds. The theatre owners will offer $1,050 in stamps and bonds each week. To be eligible a person must purchase a 10-cent stamp at the booth in any one of the participating theatres. For each purchase he will receive a registration ticket which enters him in the weekly drawing for the $1,000 bond or the two $25 bonds. The drawings will be broadcast and the winners called by telephone. Concurrently calls will be announced at each of the theatres so the winner will not be penalized by his absence from home.

EFFECTIVE with the increase in power from 250 to 5,000 watts and the frequency change from 1450 to 1420 kc., WOC, BLUE outlet in Davenport, Ia., on July 1 will have its evening hour rate increased from $120 to $180.

KFBI, Wichita, will launch a huge victory drive in late April. The week-long celebration will mark the second anniversary of KFBI as a Wichita station. Government and state officials will cooperate in the drive and every program presented will be in the victory theme.

WIBG, Philadelphia, is sending all spare orchestrations and records to the Navy for use by Navy orchestras and to provide entertainment for other personnel.

WHIO, Dayton, O., provided the locale for the Treasury's filming of special "minute man" shots to be spliced into regular news reels and shown in theaters all over the State. Local workers appeared before cameras set up in the WHIO studios.

WCOP, Boston, for its donation of time to the American Legion Auxiliary will be presented April 19 with an American flag by that organization.

WCKY, Cincinnati, made constant announcements for war stamp purchases over its public address system in Fountain Square during the Army Day celebration. A special booth on the Square sold stamps while the station had announcements every 15 minutes.

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ

The only CBS outlet for Northeastern Wisconsin

GREEN BAY, WISCONSIN

KALTENBORN TRIBUTE

Dinner Tendered Veteran on 20th Anniversary

TWENTY-YEAR veterans of the radio business and other invited members of the industry joined April 4 in paying tribute to the "Dean of American News Commentators", H. V. Kaltenborn, who was given a dinner by NBC at the Harvard Club, New York, on his 20th anniversary on the air.

Founder of the "20-year Club", Kaltenborn also received further tribute from his NBC sponsor, Pure Oil Co., which announced that April 20 the commentator will be heard five times instead of thrice weekly under its sponsorship, at the new time of 7:30-7:45 p.m., instead of 7:45-8 p.m. Leo Burnett Co., Chicago, handles the account. His news analyses on Sunday afternoons are sponsored on NBC by Lumbermen's Mutual Casualty Co., Chicago.

Dr. James Rowland Angell, NBC's public service counselor, and President Emeritus of Yale, was toastmaster at the dinner, while other speakers included Elmer Davis, CBS commentator; Frank E. Mullen, NBC vice-president and general manager, who presented a silver platter to Mr. Kaltenborn; Author Hendrik Willem Van Loon, who gave the guest of honor a rare edition of "Erasmus"; and Francis H. Marling, advertising manager of Pure Oil, who announced the company's extended NBC series, and presented Kaltenborn with a specially constructed globe bearing a sliver dedicatory plate.

Among the guests also able to point to a 20-year record in the broadcasting industry were: Dwight Myer, Walter Evans, Edwin Landon and Charles Bickerton, KDKA, Pittsburgh; George M. Burbach, KSD, St. Louis; George H. Jaspert, WTAG, Worcester; Quincy Brackett, WSPR, Springfield, Mass.; George Hay, WSM, Nashville; Kolin Hager, W. T. Meenan, W. J. Purcell, WGY, Schenectady, and C. D. Waggoner of the General Electric Co.

SON'S VOICE on a record is now the cherished possession of Mrs. Selma O'Hare, St. Louis, mother of Lieut. Edward H. O'Hare, Naval ace who shot down six Jap bombers at Pearl Harbor. KWK, St. Louis prepared the recording from a Mutual network program from the Far East in which her son participated and presented it to her.

PUBLIC HEALTH is the aim of KLZ, Denver, in a special presentation of speakers during the current drive by the Colorado Women's Field Army for the Prevention of Cancer.

Texaco Shortwaves

FIRST CBS advertiser to purchase time on the three CBS international stations WCRC, WCBX and WCBA for one of its programs is Texas Co., New York, which on April 19 will start shortwaving transcribed versions of the *Fred Allen Show* on CBS. The program, heard Sundays 9-10 p.m. will be shortwaved the following Sunday 11-12 noon under the new arrangement. Agency in charge is Buchanan & Co., New York.

★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★

BMI ★ BMI ★ BMI ★ BMI ★ BMI ★ BMI ★

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
APRIL 4 to APRIL 10 INCLUSIVE

Decisions . . .

APRIL 8

KFAR, Fairbanks, Alaska—Granted CP increase 5 kw directional.

KRBA, Lufkin, Tex.—Granted modification of license change hours from daytime to unl., using 250 watts D & N.

WINX, Washington—Granted consent assignment license to WINX Broadcasting Co.

WTCN, Minneapolis—Affirmed action 3-27-42 denying petition indefinite postponement; denied petition review.

WOW, Omaha—Denied petition rehearing action 11-25-41.

NEW, WHFC Inc., Chicago—Granted petition reconsideration and grant application new FM station 48.3 mc., 10,850 miles.

DESIGNATED FOR HEARING—**WLAW, Lawrence, Mass.**, applic. CP increase 50 kw, install new transmitter and move; **WHBC, Canton, O.**, applic. CP change 1480 kc increase 1 kw install directional N facilities of WGAR contingent on WGAR shift; **WGAR, Cleveland**, applic. CP change 1220 kc increase 5 kw unl. directional; **WADC, Akron**, applic. CP change 1220 kc increase 50 kw directional D & N move transmitter, request facilities of and change of WHBC to 1350 kc. (WHBC, WGAR, WADC to be heard jointly).

NEW, McKeesport Radio Co., McKeesport, Pa.—Granted motion dismiss applic. CP new station.

NEW, Nashville Radio Corp., Nashville—Same.

NEW, Lake Shore Broadcasting Corp., Cleveland—Granted postponement hearing to April 28.

Applications . . .

APRIL 4

WRDO, Augusta, Me.—CP increase 250 w install new transmitter and antenna.

WOV, New York—Authority transfer control from Arde Bulova and Harry D. Henshel to Murray and Meyer Mester.

KLRA, Little Rock, Ark.—Special service authorization 1010 kc 5 kw N 10 kw D directional N.

NEW, Hoosier Broadcasting Co., Indianapolis—Amend applic. CP new station request 1 kw.

APRIL 7

WJMS, Ironwood, Mich.—Modification license change name to Upper Michigan-Wisconsin Broadcasting Co. Inc.

W69PH, Philadelphia—Reinstatement CP new FM station which expired 1-1-42.

KTHS, Hot Springs, Ark.—Voluntary assignment license to Radio Broadcasting Inc.

WFIG, Sumter, S. C.—Voluntary assignment license to WGIF Inc.

KRBC, Abilene, Tex.—Amend CP install directional N change type of transmitter.

NEW, San Jacinto Broadcasting Co., Houston, Tex.—Amend applic. CP new station to install directional N.

KICA, Clovis, N. M.—Voluntary assignment license to Hugh DeWitt Landis.

KTBI, Tacoma, Wash.—CP change 1050 kc.

APRIL 9

WCNW, New York—Voluntary assignment license to WLIB Inc.

KVOE, Santa Ana, Cal.—CP change 1490 kc increase 1 kw install new transmitter.

Tentative Calendar . . .

NEW, Hennessy Broadcasting Co., Butte, Mont., CP new station 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte**, same (April 14).

NEW, Nashville Broadcasting Co., Nashville, CP new station 1240 kc 250 w unl.; **NEW, Tennessee Radio Corp., Nashville**, same (consolidated hearing, April 15).

NEW, South Florida Broadcasting Inc., Miami, CP new station 1450 kc 250 w unl. (April 17).

NEW, Granite District Radio Broadcasting Co., CP new station 1490 kc 250 w unl. (April 30).

NEW, Frequency Broadcasting Corp., Brooklyn, CP new FM station 45.9 mc. 8,500 sq mi. unl. (May 15).

FCC Washington Office Shifted to Accommodate Communication in WPB

TO MAKE space for the WPB Communications Branch at FCC headquarters in the New Postoffice Bldg. in Washington, several branches of the FCC are being moved locally.

The entire accounting department, with the exception of Chief Accountant William J. Norfleet and a few principal aides, has been moved from the New Postoffice Bldg. to the former Champlain Apt. building at 1424 K St. N.W. The vacated section on the second floor of the New PO Bldg. is to be taken over entirely by the WPB Communications Branch with a personnel of about 75. Mr. Norfleet will occupy three offices on the seventh floor of that building, formerly used by the Commission personnel division, since removed to the first floor.

At 1424 K St., the accounting department has the first three floors with the FCC Foreign Broadcast Monitoring Service to occupy the top four floors within a fortnight. The FBMS is moving from its present quarters at 316 F St., N.W.

In the New PO Bldg., the FCC technical monitoring service (National Defense Operating Section) will take over additional space on the eighth floor with the commercial license section taking over offices occupied by the dockets section. The latter division is to move to 1319 F St. N.W. The common carriers engineering section has moved from the first to the seventh floor in the New PO Bldg. and the Commission amateur section will soon leave that building, moving to 316 F St. after FBMS has vacated.

JOSEPH ZWEIGENTHAL, New York, trading as the Home Recording Co., has stipulated with the Federal Trade Commission stipulation that he will discontinue certain representations with regard to the sale of the Home Records, said to be a device to make auditions acceptable to a reliable radio or theatrical agency.

Chicago FM Grant

CHICAGO's eighth commercial FM station was authorized when the FCC last Tuesday granted a construction permit for new facilities in the Windy City to WHFC Inc., operators of WHFC in adjacent Cicero. Assigned was the 48.3 mc. channel to cover 10,850 square miles and call letters will be W83C. Application had originally been designated for hearing but the FCC last week granted a petition for reconsideration and grant.

TECHNICIAN RULES MAY BE LIGHTENED

TO RELIEVE the plight of stations growing out of the shortage of technicians, several plans for further relaxation of FCC rules regarding maintenance of transmitter technicians were discussed at a meeting of Domestic Broadcast Committee No. IV of the Defense Communications Board last Wednesday in Washington.

The proposals, with the committee's favorable recommendations, have been referred to DCB. In essence, they provide that a person with "limited knowledge" of technical matters be permitted to operate a station, provided a competent technician is on call.

The committee also discussed a number of wartime broadcasting plans, which were referred to subcommittees for further consideration or to the DCB for action. The most pressing problem, affecting smaller stations particularly, is that of the scarcity of technicians. Adoption of any one of the several recommendations by DCB should result in beneficial relaxation of operators' rules, according to Neville Miller, NAB president and chairman of the Domestic Broadcast Committee.

Army Boxing on Video

A BOXING TOURNAMENT to help popularize boxing in units of the U. S. armed forces stationed in the New York area, and as an aid to morale, will be televised by CBS at 8:30 p.m. Fridays, beginning April 17.

PERFORMANCE CHARACTERISTICS OF LAPP RADIO INSULATORS ARE DEPENDABLE FACTORS

Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipment includes that for 60-cycle electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of units at radio frequency—heat run, radio frequency flashover, corona determination and capacitance. A 1,500,000 lb. hydraulic press is used—for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Signal Corps Hun… Radio Technicia…

Nationwide Tour Is Plan… To Expand Present Force

TO RECRUIT technically tra… workers to fill thousands of civ… positions with the Army Sig… Corps, a group of officers and c… ian personnel of the Signal C… in mid-April will start a six-… nationwide tour during which t… will meet with radio and telep… engineers, technicians and serv… men in 11 key cities. Meetings … to be held in each city, open to … engineers and technicians in … various areas. Officers of the … cruiting unit will officiate at … meetings, discussing the vari… Signal Corps branches in wh… there are employment opportu… ties for civilian engineers.

With several thousand tra… men needed, the civilian jobs co… design, engineering, installati… maintenance and operation … Army communication facilities. … each meeting Signal Corps offi… will hold personal discussions w… applicants. A representative … the Civil Service Commission w… work directly with the Signal Co… personnel officer to arrange … immediate employment of all qua… fied applicants.

Chicago Session

The first of the series of me… ings is to be held on or about Ap… 19 in Hollywood. Other cities … the itinerary include San Fra… cisco, Denver, Dallas, New Orlea… Atlanta, Cincinnati, Pittsburg… Cleveland, Boston, New York a… Philadelphia. Exact dates of t… meetings are to be announced lo… ly, or they may be obtained thro… the offices of the various Co… Area Signal Officers.

The first meeting of this ki… held in Chicago March 15, was a… tended by 200 technical employ… and engineers in the Chicago a… Ten applications made at t… meeting for civilian Signal Co… jobs were accepted within a sh… time. At the Chicago meeting L… lie Atlass, CBS vice-president, a… sured CBS technicians that th… jobs with the network would … available upon their return to ci… ian life after completing a Sig… Corps assignment. [BROADCASTIN… March 23].

Representing the Signal Corps … the meetings will be Col. Fred … Miller, of the Signal Corps Supp… Service; Maj. John Holman, of t… Signal Corps Plant Division, f… merly New England manager … NBC and general manager … KDKA, Pittsburgh; Capt. C. … Dunklee; Lewis Kendall, of t… Signal Corps Maintenance Di… sion, at one time with RCA a… later in his own promotion bu… ness; Austin Green, of the Sup… Service, formerly with NBC … CBS, and representatives of Sig… Corps laboratories.

Senate Votes Help To Small Business

No Opposition Is Registered As Measure Goes to House

PROVIDING for the mobilization and protection of small business in the war effort, the Senate bill (S-2250), passed April 1 by a vote of 82 to 0 after two days of stormy debate, is expected to assist smaller manufacturers and assemblers in the radio field who have been either seriously affected or put out of business entirely by the recent "freeze" orders or the conversion order effective April 22.

The bill, sponsored by the Senate Committee on Small Business—consisting of Senators Murray (D-Mont.), chairman; Maloney (D-Conn); Ellender (D-La.); Mead (D-N.Y.); Stewart (D-Tenn.); Capper (R-Kans.); Taft (R-Ohio)—provides for setting up within the War Production Board a Smaller War Plants Corp. with capital of $100,000,000 to be controlled by a board of five directors appointed by Donald Nelson, war productions chief. Also to be provided by the bill will be a special deputy whose sole responsibility will be to look after the welfare of small concerns.

Aid for Small Firms

In addition to other duties the special deputy will work with the Director of Civilian Supply to the end that wherever possible the manufacture of civilian necessities shall be done by small businesses which are found not readily convertible to war production.

At the WPB hope was expressed that the new setup would assist small manufacturers in radio receiver and equipment fields; also that some assistance may be given assemblers who may not be able to receive war subcontracts because they lack certain facilities.

The bill next goes to the House and for Presidential signature before becoming effective but it was felt on Capitol Hill that in view of the overwhelming Senate vote no difficulty would be met in the House. No action is expected, however, until after April 13, when Congress reconvenes.

Training for 1-As

AFFORDING prospective draftees an opportunity for specialized communications work in the Army, the ESMDT-NAB radio technician courses are now being offered to 1-A men so that they can complete preliminary training before entering the Signal Corps for intensive study. After enlisting in the Army Reserve Corps, men with the proper qualifications are enrolled in the technician training courses and are allowed to continue at their jobs until they have completed this phase of the program. The men are thus free from draft into active service until the ESMDT-NAB courses are completed. Failure to keep up with the requirements of the courses, will of course restore any enrollee to his former status, it was said.

CONSERVING MIKEMAN is Bob Perry, conductor of the popular *920 Club* of WORL, Boston, who refuses a lift to the studios from Helen Russell, another staff member. Bob uses his bike to and from work to save rubber and is an expert cyclist, having pedalled some 900 miles on a tour of the British Isles back in 1934.

WPB Building Ban

(*Continued from page 7*)

if the scarce materials to be used in them can be put to more effective use in the war program."

Priority Assistance

Where priority assistance is granted by WPB, authority to commence construction will be issued by J. S. Knowlson, director of industry operations, on appropriate forms of orders in the "P" series, the announcement said. Preference ratings already extended on PD-1 or PD-1a forms, or any other "P" orders than those listed in the L-41 order, do not constitute authorization to begin construction, WPB said.

No specific mention is made of radio in the order. However, it is embraced in the "$5,000" group, which includes commercial, industrial, recreational, institutional, highway, roadway, subservice and utilities construction, whether publicly or privately financed.

WPB said that the action was taken because the war requirements have created a shortage of materials for war production and construction. It is necessary, in the national interest said the order, that all construction which is not essential, directly or indirectly, to the successful prosecution of the war, and which involves the use of labor, material or equipment urgently needed in the war effort, be deferred for the duration of the emergency.

The order goes much further than the SPAB policy announcement of Oct. 9, 1941. In that announcement, WPB stated, it was made clear that no priority assistance would be given to non-essential construction. In the new order, however, it is provided that no construction may be started except in the few specified cases, without permission.

Apparently tying into the WPB ban, which had been reported imminent for several weeks, was an unprecedented action of the FCC last Tuesday indicating that installations of auxiliary or spare transmitters by broadcast stations, except where there is a definite military need, will be banned for the duration as a means of conserving critical materials.

WITH Affected

The FCC designated for hearing the application of WITH, Baltimore, for authority to install a duplicate transmitter. It marks the first time such a step has been taken. In the past, auxiliary transmitters were virtually automatic.

It was learned at the FCC that since the "freeze order" specifies installations only where primary service is lacking or where essential repairs and maintenance are involved, auxiliary transmiters, as normal installations, are not deemed essential. Where the military authorities regard duplicate installations as essential, such as in the case of "key" stations designated by interceptor commands, the authorizations will be made.

The formal order sets out that the term "begin construction" means to initiate construction "by physically incorporating into any construction material which is an integral part of the construction". The term "cost" was defined as including the total cost of labor and material, including equipment, architects', engineers' and contractors' fees, insurance charges, and financing costs.

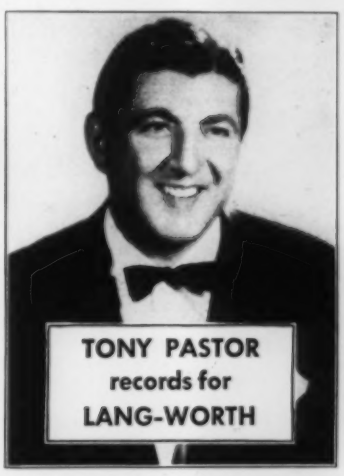
The paragraph limiting construction and requiring specific authorization specifies that no person shall "begin construction, or order, purchase, accept delivery of, withdraw from inventory or in any other manner secure or use material or construction plant in order to begin construction", unless the prescribed requirements are met.

The $5,000 limitation, as applicable to radio, covers the aggregate cost over a 12-month period. No person, under the order, shall accept an order for, sell, deliver or cause to be delivered, material or construction plant which he knows, or has reason to believe, will be used in violation of the terms of the conservation order.

In applying either for priority assistance or for authorization to "begin construction", the order specifies, the applicant should also submit additional information as to the necessity for the proposed construction, any exceptional hardships which the restrictions of the order impose upon him, the effect on employment conditions, if the application is denied, and any other pertinent facts.

Any person willfully violating any provision of the order, or who willfully furnishes false information to the director of industry operations in connection with the order, "is guilty of a crime and upon conviction may be punished by fine or imprisonment," Order L-41 provides. In addition, any such person may be prohibited from making or obtaining further deliveries or from processing or using material under priority control, and may be deprived of priority assistance by the director of industry operations.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.



POSTAL "AUTOMATIC"* SMASHES TELEGRAPH SPEED RECORDS

NOW READY

Only POSTAL TELEGRAPH HAS IT! So next time you have messages that *must* get through . . . messages that call for *extra* speed and *extra* accuracy (at *no* extra cost) . . .

CALL Postal Telegraph

For your convenience, charges for telegrams telephoned-in appear on your telephone bill

*For descriptive folder — address Postal Telegraph, 157 Chambers St., New York or ask local branch manager.

WMAQ CELEBRATES 20TH ANNIVERSARY

A TWO-DECADE history passed in review as WMAQ, Chicago, managed and owned by NBC, celebrated its 20th year on the air April 13 with a special half-hour evening program carried by the network and featuring *Fibber McGee & Molly, Amos 'n' Andy, Vic & Sade* —all of whom climbed up the first rung of the radio ladder on the station back in the 20s.

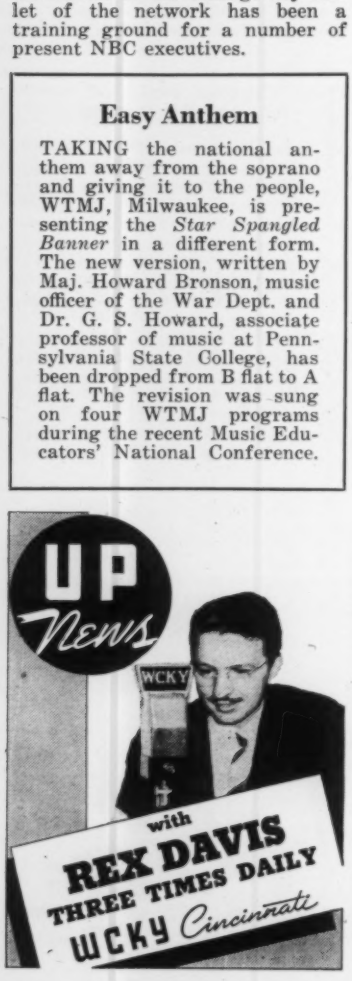
William Hedges, NBC vice-president in charge of station relations, who was one of the first commercial managers of the station, and Judith Waller, NBC midwest public service director, the first manager and announcer, also spoke.

Chronologically WMAQ, which claims to be the oldest station in Chicago, started operation April 13, 1922 in an obscure corner of the Fair Store, and was jointly owned by the department store and the *Chicago Daily News* until 1931 when it was purchased by NBC. P. K. Wrigley, owner of the Chicago Cubs, acknowledges that through the efforts of Judith Waller, play-by-play baseball on a daily basis was started from Wrigley Field June 1, 1925 when Hal Totten broadcast a game between the Cubs and the Pirates.

This year, Mr. Totten starts his 18th year of broadcasting the games. In 1928, came the station's first transatlantic news broadcast which featured John Gunther, then *Chicago Daily News* correspondent in London. Over a period of years the station as the Chicago key outlet of the network has been a training ground for a number of present NBC executives.

Easy Anthem

TAKING the national anthem away from the soprano and giving it to the people, WTMJ, Milwaukee, is presenting the *Star Spangled Banner* in a different form. The new version, written by Maj. Howard Bronson, music officer of the War Dept. and Dr. G. S. Howard, associate professor of music at Pennsylvania State College, has been dropped from B flat to A flat. The revision was sung on four WTMJ programs during the recent Music Educators' National Conference.



BLUE CHART of network operations is studied by members of the network's western division and BLUE executives at the first meeting of affiliates held April 2-3 at the Hotel Sir Francis Drake in San Francisco. Watching are (l to r): Thomas Sharp, president and general manager, KFSD, San Diego; Don E. Gilman, BLUE, vice-president in charge of the western division; Charles P. Scott, manager, KTKC, Visalia, Calif.; Harrison Holliway, general manager, KECA, Los Angeles; George Ross, manager, KWG, Stockton, Calif.; Jack Winston, manager, KOH, Reno; Harvey Wixson, KGA, Spokane; Howard Lane, general manager, McClatchy Broadcasting Co., operator of KWG and KOH.

Civil Service Commission Issues Veto On Appointment of Ed Cooper by FCC

APPOINTMENT of Edward Cooper of Montana as assistant secretary of the FCC has been vetoed by the Civil Service Commission on the ground that his background and experience did not qualify him for the post.

In notifying the FCC that the appointment had been disallowed, the Civil Service agency said it had an available register of applicants who could meet the requirements and that therefore it could not sanction the appointment under the established rules. There was no criticism of Mr. Cooper, but it was pointed out that he was not schooled in budgetary and personnel matters, which constitute the primary functions of the FCC assistant secretaryship.

Sought by Fly

An aide to Senator Wheeler and a former newspaper correspondent, Mr. Cooper was sought for the FCC post by Chairman James Lawrence Fly. The FCC at a meeting in latter January unanimously approved the appointment, subject to Civil Service authorization. Mr. Cooper since July 1939 had been chief of staff of the Senate Interstate Commerce subcommittee investigating telegraph merger matters. He is well known in Congressional and newspaper circles.

First public word of the Cooper rejection came April 3 when Senator George D. Aiken (R.-Vt.), a member of the Senate Civil Service Committee, addressed the Senate on purported "evasion of Civil Service rules." He said it had been reported to him that the FCC had requested the CSC to certify Mr. Cooper for the assistant secretaryship and that since he could not qualify for the job "the qualifications were changed so they might fit the man, rather than to require the applicant for the job to fit the qualifications."

Senator Aiken inserted in the record an exchange of correspondence with Harry V. Mitchell, CSC president, dealing with the proposed appointment. He said it appeared to him that this was an instance of an "attempted flagrant violation of the principles of Civil Service for the purpose of putting into this $5,600 job a man who could not qualify for it."

Mr. Aiken added that he was not criticizing the applicant himself and that he had heard he "is very capable in his own line of work, even though he could not qualify under the existing job-sheet for this particular job. The fact remains, however, that according to the job-sheet, the FCC did request the qualifying of one who is apparently a lobbyist at $5,600 a year."

On April 6, however, Senator Aiken corrected this latter statement, asserting that he had apparently failed to make himself clear at one point. He asked unanimous consent to have the language changed with respect to the "lobbying" allegation to read:

"The fact remains, however, that according to the job-sheet, the FCC apparently did request the qualifying of a lobbyist at $5,600 per year."

The assistant secretaryship has been vacant since the spring of 1941 when John B. Reynolds, now general manager of WKWK, Wheeling, W. Va., resigned after a decade. No announcement has been forthcoming from the FCC since the CSC rejection of Mr. Cooper's qualifications.

Blue's Own Switchboard

AS A FURTHER STEP in eliminating its ties to NBC, the BLUE last week started service on its own telephone switchboard in New York, announcing its new phone number, Circle 7-5700, with station breaks on WJZ, its New York key, April 4-6. Separate exchanges were opened simultaneously at BLUE headquarters in Chicago, where the new number is Delaware 1900; San Francisco, Graystone 6565; Hollywood, Tuxedo 5176.

MANN HOLINER, Hollywood producer of Benton & Bowles, in collaboration with his wife, Alberta Nichols, composed the song, "A Gardenia in My Buttonwhole and You in My Arms," recently featured on the weekly NBC *Coffee Time*, sponsored by Standard Brands.

Blue Coast Outle Acclaim Progre

Find Programs Improved San Francisco Meeting

THAT BLUE has made defi gains in program structure popular acceptance since co tion of its separation from N was the unanimous agreement the 34 station executives from Western States who attended network's first regional meetin affiliates, held in San Franc April 2-3.

Don E. Gilman, vice-presiden charge of the western division, sided and in the discussions on major topic of the meetings—b ter program structure—told the filiates' representatives that network alone cannot furnish programs and they were invited submit their most salable progra for network presentation.

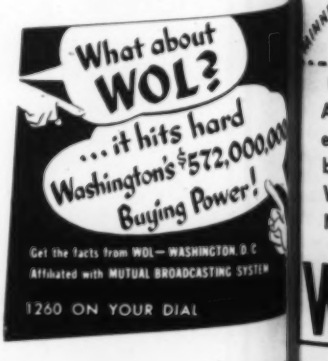
Sales Progress

Mr. Gilman added that her BLUE schedules have b weakened by too many insti tional, public service and susta ing programs booked solely to time. The several types of curr sustaining shows originating Hollywood were cited by Leo V son, BLUE program manager, examples of this trend.

Other speakers included Ke Sweeney, sales promotion mana of the BLUE, who displayed cha showing the progress of the n work on the Coast, and Tra Moore, BLUE sales manager, w discussed the selling job of t staff.

Milt Samuel, Hollywood pr chief, displayed samples of n work publicity and William Ryan, manager of KGO, San Fra cisco, revealed plans to strengt the station's position in that ar

Others attending the meeti were: Harrison Holliway, Cl Scott, Glan Heisch, KECA; Ri ard Lewis, KTAR; Lou Kro KTMS; Thomas E. Sharp, KFS Cole Wylie, KPQ; Howard La McClatchy stations; Larry Robe KFBK; Jack Winston, KOH; A den X. Pangborn, KEX; W. Stuht, Charles Bras, KJR; Har Wixson, KGA; Charles P. Sc Charles A. Whitmore, KTK Richard Lewis, KTAR; the exe tive staff of KGO, including: W ter Davison, Robert Dwan, G Grant and J. Gilbert Paltridge.



...TTM, IN TRENTON, ...BEGINS OPERATION

...PERATING in conjunction with ...FPG, Atlantic City, with which ... ownership interlocks, the new ...TTM, Trenton, N. J. went into ...eration April 2. WTTM was ...anted last July 30 to the Trent ...oadcast Corp. for 1,000 watts ... 920 kc.

Among its 11 stockholders, each ...th 9.09%, are Charles Quinn, ...al attorney, president; A. Harry ...g, president of WFPG as well ... the New Jersey State Broad...sters Assn., executive vice-presi...nt; Richard Endicott, general ...anager of the Steel Pier in Atlan... City and WFPG; George A. ...amid, owner of the Steel Pier; ...p. Elmer H. Wene (D-N. J.), ...inority stockholder in WFPG ...ho is currently seeking to pur...ase control of WSNJ, Bridgeton, ... J. [BROADCASTING, April 6].

Mr. Zoog has relinquished his ...anagership of WFPG to actively ...ke charge of WTTM. George Mc...inley heads the WTTM commer...al department which includes ...ck Granville and Edward Fitz...atrick.

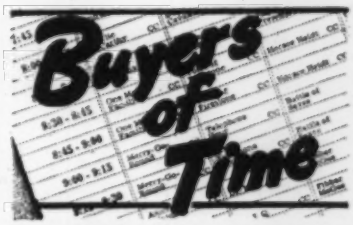
Mill March, program director ... WFPG, directs the program de...artment of WTTM, sharing time ...tween the two stations. Lee ...ewart, from WFPG, has been ...amed traffic manager and con...nuity director and Thompson Du...and, also from that station, is ...usical director. Announcers are ...rthur Bolin, formerly of WIBM, ...ackson, Mich.; F. Russel Gilbert, ...om NBC; Ford Armstrong; Jay ...elwin.

WFPG's chief engineer, Blair ...hron, also is chief engineer of ...TTM. His staff includes: Bill ...etz and Charlie Drock, both form...ly of WFPG; George Keck, from ...AZL, Hazleton, Pa.; Steve Ver...rdi, previously of WESX, Salem, ...lass.; Aaron Sloan; Hans Gutke. ... Studios are at 35 W. State St. ...lans are being formulated for a ...ew regional network with WTTM ... the key station. Already wires ...ave been set up between WFPG ...nd WTTM.

... ARTHUR FIFER, manager of ...TAD, Quincy, Ill., is the author of ... new song, "Let's Sing America," ...troduced on the air last week

An unexploited market with a ready-built audience from WKBH's NBC and Blue Network programs.

WKBH LaCrosse WISCONSIN
REP. by: HOWARD H. WILSON CO.



MAURICE ROSENFELD

PROMOTION and production lessons learned in the motion picture industry are in the forefront when a new show is planned for a client by Maurice Rosenfeld, timebuyer at the Toronto head-office of MacLaren Adv. Co. He is a firm believer in the fact that not only must a program be well produced to bring results for the advertiser, but must also be thoroughly promoted among public and retail outlets.

Moe Rosenfeld came to radio after two years on the production end of motion pictures in Hollywood and the promotion of British films in Canada. He joined McConnell Eastman & Co. at Toronto to handle one account using radio, and a year later in 1936 was offered a post in the radio department of the MacLaren agency, which was handling more radio accounts.

One of his first jobs was to put on an audience participation show for a credit jewelry chain of stores, the largest staged in Canada up to that time, with 1,400 persons in the theatre. A radio version of bingo, *Credit on the Air*, was developed, and so well did it go over that he was asked to produce a similar show for other credit firms in Cleveland and Detroit.

Currently he is producing *Blended Rhythm* for Tuckett Ltd., Hamilton tobacco firm.

Rosenfeld does not need to go outside his office for auditions, having supervised last year the building of a studio and control room adjoining his office, the only one in operation by any Canadian agency. He handles radio advertising for Canada Dry, General Motors, Dalglish Lt., People's Credit Jewelers, and Tuckett Ltd. He has helped in booking stars of stage, screen and radio in New York for various of Canada's war financing shows.

Brought up in Toronto, he entered the motion picture business shortly after graduating from high school in 1924. Sports-minded, he enjoys fishing and hunting most. He is 38, married and father of two, a girl 11, boy 9.

Court Decision

(*Continued from page 10*)

court. However, if it grants an application for modification of a license, an appeal lies under Section 402 (b) to the Court of Appeals for the District of Columbia.

"Both cases," said the court, "give rise to the same kind of issues on appeal. Both orders are equally susceptible of being stayed on appeal. As the legislative history of the Act plainly shows, Congress provided the two roads to judicial review only to save a licensee the inconvenience of litigating an appeal in Washington in situations where the Commission's order arose out of a proceeding not instituted by the licensee."

The majority concluded that where Congress wished to deprive the courts of the historic power to stay the enforcement of an order pending the determination of an appeal challenging its validity, it knew how to use apt words. Only once has it done so—in the Emergency Price Control Act of 1942—a statute "born of the exigencies of war."

ELECTION CHECKUP SOUGHT IN SENATE

ADVOCATING that Senatorial candidates be required to give detailed information about the amount of radio time donated or purchased which would act as a double check on the FCC's routine enforcement of the "equal opportunity" clause of the Communications Act, the Senate Privileges & Elections Committee in its report sent to the Senate April 3 deviated in two instances from the customary procedure.

It was also advocated that committee members be given the privilege of sending special investigators to the scene of any purported infringement of election laws, the investigators to have the same authority to conduct investigations as would be given subcommittee members appointed by the parent committee.

These recommendations advanced by Chairman Green (D-R. I.), ostensibly were designed to bring to light any discrepancies that might be missed by the FCC's enforcement of the "equal opportunity" clause. The FCC asks for specific information only when a definite complaint has been issued against a licensee. Chairman Green's suggestion would require that candidates, networks and stations file detailed statements regarding any time used by the candidate, donated or otherwise.

CBS Blood Donors

TEN MEMBERS of the CBS publicity staff did their patriotic bit April 2 at the New York Red Cross donors' station, each giving a pint of blood. The group included: Louis Ruppel, director of publicity, Hal Rorke, Wil Marcus, Jack Handford, Michael Boscia, Helen Brattrud, Charles Benzinger, Thomas Flynn, Ann Harding, Medea Strasser, Jack Hoins.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Baltimore's Blanket!

18 hours a day we knock on over 200,000 doors! And our reception is city-wide high and handsome! One of the nation's most lucrative markets served INTACT to you! Penny for penny—coverage better than any! Write for plentiful proof!

WCBM
The Blue Network
BALTIMORE, MARYLAND
Natl Rep.—Foreman Co., N.Y. & Chi

"Listening to WFDF Flint Michigan, suddenly I gets recruiting spots before me eyes—and in a jiffy I'm all at sea."

USE RADIO
WOW
OMAHA
FOR 276 RICH COUNTIES
Mainly in Nebraska and Iowa
590 KC. • 5000 WATTS
JOHN J. GILLIN, JR., GEN'L MGR.
JOHN BLAIR CO., REPRESENTATIVES

ALL SHORTWAVE BROADCASTERS HONORED BY PEABODY BOARD

SHORTWAVE BROADCASTERS of America were credited with "the most worthwhile innovation of 1941" in the Peabody Awards. All of the stations and their coordinator, Stanley P. Richardson (center), were cited for their "initiative and influence" in going from America into the "free air of England and into that area of silence, the dominated lands of Europe." Executives of the international stations are (l to r): mund Chester, CBS; John W. Elwood, NBC; R. S. Peare, General E tric Co.; Coordinator Richardson, now on leave as assistant to J. H Ryan, assistant director of censorship; James D. Shouse, Crosley C Walter S. Lemmon, World Wide; Walter C. Evans, Westinghouse stat

Douglas Miller Series Heard on 720 Stations

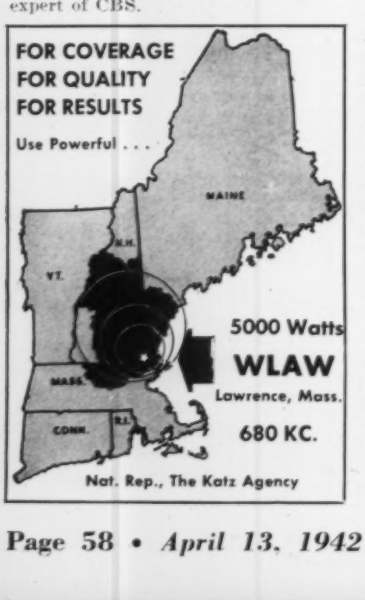
LATEST FIGURES released by the Office for Emergency Management reveal that the transcription series, *You Can't Do Business With Hitler*, based on the book of the same name written by Douglas Miller, is now being broadcast by more than 720 of the 923 authorized stations in the country.

The 16th disc of the 26-episode series was cut on March 28 and the OEM reports that the recordings were in the hands of stations in the first week of April. The discs are distributed on a four-a-month basis. The series is written by Frank K. Telford, who is also the producer, and Elwood Hoffmann.

'Tillie' on the Air

COMIC STRIP "Tillie the Toiler" has been adapted for a radio feature bearing the same title and is heard on CBS weekly as a sustainer. The cartoon has been nationally syndicated by King Features since January, 1921, and now appears in more than 350 U. S. newspapers in addition to being syndicated throughout South America.

WILLIAM L. SHIRER, CBS commentator and author of *Berlin Diary*; Gregor Ziemer, WLW news analyst and author of *Education for Death*, and Wallace R. Deuel, foreign correspondent and author of *People Under Hitler*, are the co-writers of "Life-Love and Death in Nazi Germany," tripartite lead article in *Look* Magazine for April 21. Issue also contains an analysis of the war in Russia by Major George Fielding Eliot, military expert of CBS.



Winners of Peabody Awards

(*Continued from page 9*)

achievements, 31-year-old Norman Corwin, currently directing the *This Is War!* series, broadcast weekly over the largest hookup of stations in history, is a relative newcomer to network radio. William B. Lewis, former CBS program vice president now assistant director of the Office of Facts & Figures, engaged him to direct daytime shows in 1938 when his *Poetic License* series on WQXR, New York City, attracted the attention of the network's program executives.

Youthful Mr. Corwin, a native of Boston, entered radio only by the sheerest accident. He was working as a reporter on the *Springfield* (Mass.) *Republican* when that newspaper arranged to conduct daily news broadcasts over WBZA. Preferring an experienced newsman to read the bulletins, the managing editor auditioned his staff, and Corwin was his choice. Thrown suddenly into this new and exciting world of communication, Corwin found the whole business more than slightly intriguing. He took an active interest in other phases of the Springfield station's activities and in short time was bound for New York and a radio career.

Virtually every broadcast venture essayed by Corwin has attained special distinction. In rapid succession he produced the *Words Without Music* series, dramatizations of great poetry and original verse of his own; *Pursuit of Happiness*, a series extolling the democratic way of life and performed by leading stage and screen figures; *26 by Corwin*, a six-month stint of vast productions, during which Corwin wrote and directed an original drama each week; *We Hold These Truths*, and the current *This Is War!*

Nor have the Corwin creations died at birth, as do too many broadcasts of quality. A number of his writings, including *We Hold These Truths*, *The Plot to Overthrow Christmas* and *They Fly Through the Air*, have been published. Additionally, an anthology of his works was brought forth between covers recently under the title of *Thirteen by Corwin*.

Alfred Wallenstein

WOR's Alfred Wallenstein is the distinguished conductor of such nationally noted MBS programs as *Sinfonietta* and *Symphonic Strings*. An American by birth and education, Wallenstein traces his direct lineage back to Waldenstein von Wallenstein, German national hero of the 17th century.

He studied music with the mother of composer Ferde Grofe, and soon won a reputation as a child prodigy. In 1916, he became cellist with the San Francisco Symphony—in return for a promise to don long pants. When only 15, he so impressed the immortal dancer Pavlowa that she took him with her on a tour of South America as accompanist. After a term with the Los Angeles Philharmonic, he departed for a session of study in Leipzig.

From 1922 until 1929, he served as principal of the violincello section with the Chicago Symphony under the direction of Frederick Stock. Conductor Stock was so inspired with the young virtuoso that he wrote and dedicated a cello concerto to him. He then came to New York as solo cellist with the New York Philharmonic under Arturo Toscanini.

Although active in radio work since 1931, it was not until 1936 that he resigned his post with the Philharmonic to devote his entire time to radio. He assumed the post of musical director of WOR. Since that time, the station's standards of symphonic and orchestral broadcasts have risen steadily. Today, his programs charm a vast army of listeners from coast to coast who have learned to expect from them the best in unhackneyed, good music.

In addition to his weekly radio concerts on Mutual, Mr. Wallenstein regularly appears as conductor of leading orches such as the Los Angeles Phil monic, Cleveland Orchestra, W an's Symphony Orchestra of C cago.

"I hate the use of that m abused phrase 'Good Music'," W lenstein observed recently. seems to me that 'good music' all the other high-sounding w like 'modern', 'classic', 'signific and 'educational' ought to be on a high shelf and left there keeps.

"You can't blame people shuddering and half-expecting refinement through torture w they are told to be prepared listen to 'the good music.' We m get rid of the words and let music speak for itself; for play music because we enjoy it we hear it for the same reason To my mind, an audience, whet it is listening to the best 'clas music of the past, or to the 'sig cant' music of the present, w be best equipped for judgment relying entirely on its ears.

"I really believe that listening music is much more important explaining it beforehand."

Chicago Round Table Of the Air

UNIVERSITY of Chicago's *Ro Table of the Air* began its ca Feb. 1, 1931, over WMAQ, Chica as an experiment, an effort to d cover whether unrehearsed spe ers could go on the air and co ently discuss problems of pu significance without the use scripts. Judith Waller, then an e ecutive of WMAQ and now direc of public service programs for NBC central division, was founder of the program.

The spontaneity of the *Ro Table* made it an immediate s cess. In less than two years— Oct. 1, 1933—it became an N feature, which it has remained since. Its international audie now includes noted public offici and scholars as well as the milli of citizens who turn to it for an

igent, unbiased discussion of the
ny problems of national and
ernational import.
Physically, the *Round Table* in
tchell Tower on the U of Chicago
mpus is now a triangle, replete
h sponge-rubber elbow pads, sig-
lights and card signs.
ack in 1931, however, three col-
professors, a card table and
d "target" mike were its main
perties. In those days the pro-
m was sometimes cut short to
mmodate an extra-inning base-
game. Speakers arrived late
left early, unknown to the
ener.
till an extemporaneous pro-
m, the *Round Table* of today has
anged, requiring more prepara-
n than many programs produced
m scripts. Recently it inaugu-
ed the practice of making a re-
arsal recording several hours be-
e the actual program. This re-
ding is played back immediately
d methods of improving the
oadcast are discussed. This plan
bles the speakers to integrate
d strengthen their points, and
s been found a good way of over-
ning "mike fright".
The program has had as guest
rticipants in the past year such
tionally-known figures as Secre-
y of Agriculture Claude R.
ckard; Senator Gerald P. Nye,
North Dakota; Norman Thomas,
r times candidate for President
the Socialist ticket; Dorothy
ompson, columnist; Dr. Robert
Hutchins, president of the U of
icago; Phillip La Follette,
rmer governor of Wisconsin;
urman Arnold, U. S. Assistant
torney General; Brig. Gen.
wis B. Hershey, Director of Se-
ctive Service.

International Shortwave Broadcasters

ODAY, working in close collabo-
tion with Government agencies,
powerful shortwave radio trans-
itters are broadcasting daily from
e United States to all corners of
e world a continuous flow of pro-
ams designed to inform listeners
erywhere of the American war
ort and how it is affecting the
r flung fighting fronts in Europe
d Asia.
Classed as among the more po-
nt of America's weapons of psy-
ological warfare, these facilities
e operated by the six companies
ensed by the FCC to broadcast
ternationally. These companies
e CBS, Crosley Corp., General
ectric Co., NBC, Westinghouse,
orld Wide Broadcasting Founda-
on.
They have combined the effi-
ency of private management and
eration, attained over years of
perience in this highly special-
ed field of international communi-
tions, with a close cooperation
th the Government, notably the
ckefeller and Donovan Commit-
es, and with one another to play
increasingly important role in
erpreting and promoting this
country's war policies among friend and foe alike.

Setting an example of cooperative yet independent enterprise, they geared their activities to the national emergency by expanding, coordinating and energizing their operations months before Pearl Harbor. So well were they prepared in this respect that the actual transition to wartime operation involved only the swift and smooth adaptation of added facilities.

Now, as then, their signals transmit around the clock the voice of America, in the form of information and entertainment, in more than a dozen languages to a worldwide audience that includes MacArthur's men in the foxholes of Bataan and our armed forces elsewhere overseas, to a conquered and oppressed Europe hungry for signs of hope and encouragement, and to our good neighbors to the south and our other allies everywhere.

Peabody Board of Judges

1942 WINNERS of the George Foster Peabody Awards for Outstanding Meritorious Public Service were selected by the Advisory Board composed of: Top row (l to r), Jonathan Daniels, editor, *Raleigh* (N. C.) *News & Observer*; Bruce Barton, president, BBDO, New York; Norman H. Davis, chairman, American Red Cross; Edward Weeks, editor, *Atlantic Monthly*. Second from top, Alfred A. Knopf, publisher, New York; the medal itself; Virginius Dabney, editor, *Richmond* (Va.) *Times-Dispatch*. Third row, Mark F. Ethridge, vice-president, *Louisville* (Ky.) *Courier-Journal* and *Times*; Grace Moore, opera singer; Mrs. Marjorie Peabody Waite, president of 'Yaddo' and daughter of George Foster Peabody; Waldemar Kaempffert, science editor, *New York Times*. Bottom row, John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia, responsible in conjunction with the NAB for the awards; John H. Benson, president AAAA; John W. Studebaker, U. S. Commissioner of Education; Dr. S. V. Sanford, chancellor, University System of Georgia, ex-officio. Inset is the Peabody Award plaque.

KRBA, Lufkin, Tex., last Tuesday was authorized by the FCC to change its hours of operation from daytime to unlimited time, with 250 watts day and night on 1340 kc.

Tribute to Padilla Is Paid by Sarnoff

Mexican Statesman Guest at Luncheon Given by NBC

STRESSING the importance of Inter-American understanding, both during and after the war, David Sarnoff, president of RCA and chairman of the board of NBC, paid tribute to the important role in Latin American affairs played by Dr. Ezequiel Padilla, Secretary of State for Foreign Affairs of Mexico, who was guest of honor at a luncheon April 8 given him by NBC at the Ritz-Carlton Hotel, New York. Dr. Padilla is on his first official visit to this country.

"Today the people of Mexico and of the United States are united in a common cause," Mr. Sarnoff said. "We face a common danger. All of us share a common devotion to the ideals of human freedom, upon which the political, cultural and religious institutions of our two countries are founded.

'Radio Peace'

"Because every ship, every plane, every tank, every regiment is radio-equipped, the present war has been called a 'radio war.' But I hope the day will come when we can talk about a 'radio peace.'

"NBC is cooperating wholeheartedly by every means at its disposal, with the Government of the United States to use the radio waves to bind the Americas together with bonds of truth and sincerity," Mr. Sarnoff concluded.

Other speakers at the luncheon were Dr. Jame Rowland Angell, NBC public service counselor, and Dr. Nicholas Murray Butler, president of Columbia U, who welcomed Dr. Padilla to America. The guest of honor also spoke briefly.

'Production for Victory'

IN LINE with the nation's trend toward an offensive rather than a defensive war outlook, the title of the series broadcast on MBS by Fulton Lewis jr., MBS news analyst, from the country's war production plants, has been changed from *Your Defense Reporter* to *Production for Victory*. The series is presented in cooperation with the National Assn. of Manufacturers, New York.

Think of
CLARK
•
synonym for
QUALITY
TRANSCRIPTION
PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

in the CONTROL ROOM

GEORGE HEUTHER, former transmitter engineer of WWRL, New York and recently with CBS shortwave engineering department, has been assigned to the Army Radio Operating School at Camp Croft, S. C. Paul Fireman, formerly in charge of the technical and service departments of the Federal Recorder division of Continental Music Co., has joined WWRL as transmitter engineer.

DERMOTT MacDONNELL, transmitter engineer at WLAW, Lawrence, Mass., has resigned to join the Marines as a staff sergeant.

MERLE HANNAH, formerly of KVCV, Redding Calif., has joined the engineering staff of KFRE, Fresno, Calif.

HOWARD FAIRBANKS, engineer of WFDF, Flint, Mich., has resigned to join the experimental research department of A. C. Spark Plug Co.

HUGH LINEBACK, of WMBI, Chicago, has joined the engineering staff of KUOA, Siloam Springs, Ark.

ELLERY PLOTTS, engineer in charge of FM at CBS Chicago, has been granted leave to work with the National Defense Research Council.

E. G. EISENMENGER, engineer of NBC-Chicago for 12 years, has been granted leave to join the civilian branch of the Army signal corps in Chicago as assistant to Capt. E. T. Greenfield in selection, placement, and training of technical personnel.

EDWARD E. SCHULTZ jr., electrical engineer new to radio, has joined the transmitter staff of WMAQ, Chicago, as vacation relief engineer.

CARL A. CABASIN, formerly of WDAY, Fargo, N. D., has joined the studio engineering staff of NBC Chicago.

JOHN KLOTTER has joined the engineering staff of WKRC, Cincinnati, replacing Howard Hayes who recently joined WJSV, Washington.

WILSON SIGAFOOS, transmitter engineer of WIP, Philadelphia, has left for the Navy.

WALLACE LAMBOURNE, control room operator of KDYL, Salt Lake City, has joined the Navy to learn aircraft detection maintenance.

RAYMOND GLEMSER, formerly of WDAS, Philadelphia, has joined the engineering staff of WIBG, that city.

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

MAYOR of Mitchellville, Ia., is Paul Arvidson, transmitter engineer at WHO, Des Moines. On March 30, the local residents gave him the nod by a 2-1 margin.

Ears for Axis Voices

(*Continued from page 24*)

"scientific" analyses are made. Weekly reports based on the daily studies are then issued.

Delay might mean the difference between tip and fact. To capitalize on all advance information, Mr. Grandin's staff operates teletypes connecting with 18 different Government offices to inform them by flashes and reports within the shortest possible time. Teletypes also link the Washington office with its far-flung field offices.

Harold N. Graves Jr., former director of the Princeton Listening Center, assists Mr. Free in FBMS administration. Of almost 350 persons employed by FBMS, 252 are assigned to the Washington office. Of the total 25 are engineers.

Reporters Help

Prominent newsmen assisting in the preparation and analysis of monitored material in the Washington office are: Percy Noel, former UP and INS correspondent who lived in France for a quarter century; Ernest R. Pope, foreign correspondent and author of *Munich Playground*; Thomson Moore, onetime CBS correspondent in Brussels; Norman Paige, former announcer with KGEI, San Francisco; Eric Estorick, former English correspondent and authorized biographer of Sir Stafford Cripps; Ellis Porter, editorial writer, with the *Philadelphia Public Ledger* for 20 years until it recently folded; William Dodd Jr., son of the former ambassador to Germany and himself editor of his father's best seller on Germany; Jacques and Jean Davidson, sons of the prominent sculptor, Davidson, the former serving as translator and the latter as an assistant editor.

The volume of international broadcasts is tremendous. Germany radio alone, for example, bombards the U. S. with nearly 11 hours daily transmissions; Britain sends us 6½ hours; Japan 4½ hours; Italy, more than 4 hours. A score of other nations broadcast in lesser proportions.

Experienced Technic... Sought by Marine C...

CALL to civilians between ... 40 years of age with an ele... background to apply for com... sions in the Marine Corps has ... issued by the USMC. The ex... sion of the service has creat... need for men to supervise ... maintain radio aircraft wir... devices, allied radio equipment ... installations.

Applicants should have one of the following qualifications: A degree of ba... of science of electrical, radio or com... cation engineering or electronic p... awarded by an accredited college; ... gree in any engineering subject and ... had reasonable practical experien... radio or electrical work; have succe... completed at least two years of ele... radio or communication engineering ... jects at a college, university or com... school of recognized standing and ... considerable experience in one of ... fields; have the equivalent of any ... above by reason of extensive practi... perience in the field of radio where ... plicant has been connected with ... erection or maintenance of ultra ... frequency radio transmitting or re... Those interested should apply in writ... Lieut. Col. Raymond W. Conrad, ... Reserve Aviation Base, Oakland, Ca... the west, or the Commandant, ... headquarters, Washington.

Four Stations Negoti... With Technicians Uni...

WORKING agreements cove... broadcast technicians of four ... tions were announced last week ... the International Brotherhood ... Electrical Workers (AFL). Lo... Broadcast Technician's local 13... Montgomery, Ala., was said to ... concluded negotiations for the t... nical staffs of WHBB, Selma, ... WJBY, Gadsden, with both ag... ments to provide wage increa... and to establish certain work... conditions including vacations ... sick leave with pay. Clifford T. L... international representative, ... ducted union negotiations with ... stations.

Other two stations signed w... KPAS, Pasadena, and KGER, L... Beach, Cal. Both pacts were w... IBEW local 40, Hollywood. KP... agreement provides for a wage ... crease effective last week with w... adjustments to follow six mon... later. Both KPAS and KG... agreements, negotiated by W. ... Kelly, international representati... follow uniform IBEW agreem...

WGAR, Cleveland, has contracted ... full United Press service in addition ... the present INS service which will ... retained. The WGAR newsroom un... Ralph Worden has been enlarged ... accommodate five additional print...

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted: Salesman, Account-Executive—Big large fast growing advertising agency. Previous experience as account-executive not essential. Salary with good future. Write for appointment giving full details of experience and qualifications. All applications will be kept strictly confidential. The personnel of our organization know of this advertisement. Box 378, BROADCASTING.

LICENSED OPERATOR—250 watt station Pacific West needs reliable, draft exempt man. Copy Transradio Press, station-break announcing. $40.00 week. Box 371, BROADCASTING.

GIRL—Who knows details of radio station office in small town may find opportunity she has wanted by writing letter of application giving full personal details, education, qualifications, and experience. Box 369, BROADCASTING.

Experienced announcer—Three years or more network affiliate. Station WIS, Columbia, South Carolina.

Salesman—Experienced, draft exempt to work on Blue-Mutual affiliate. Prefer Southerner. Thirty dollars per week salary to start. Fifteen percent commission arrangement later. Top notch accounts guaranteed. Send full particulars in first letter to Box 362, BROADCASTING.

Wanted—Operator with broadcast license, experience not necessary. Write Box 358, BROADCASTING.

Combination Operator-Announcer — Local station Rocky Mountain area. Permanent. Send full information and disc first letter. Starting salary $130.00 per month. Box 360, BROADCASTING.

Engineer—First class, experienced. Ideal working conditions. WGNY, Newburgh, N. Y.

Transmitter Engineer—First or Second Class. No experience necessary. Good Salary. WJTN, Jamestown, New York.

Wanted—Draft exempt, competent, copy-writer-announcer. No night work. Write Box 359, BROADCASTING.

Staff Announcer—Wanted on local Virginia station. Reply to Box 380, BROADCASTING.

TRANSMITTER engineer—Wanted immediately. Wire draft status, experience and expected salary. WBRK, Pittsfield, Mass.

Situations Wanted

Manager-Commercial Manager—Desires to locate in or near Chicago. Experienced in local and network operation. A-1 References. Box 365, BROADCASTING.

Chief engineer—7 years in 5 kw. stations, construction, maintenance and operation. Draft exempt, married, now employed. Desires change to be permanent. Box 379, BROADCASTING.

Production Man—Wide experience with small station. Ace continuity writer. Married. Box 364, BROADCASTING.

Sales Manager—With 25 years experience in national, regional and local radio, newspaper advertising selling, merchandising, promotion, now employed desires change. Personality that creates client confidence. Proven ability. Not in draft. Best of agency reference. Box 367, BROADCASTING.

PROGRAM DIRECTOR-NETWORK REGIONAL—Desires change. Eight years experience, all departments. 33—Married —Child. Interested—Program job or Local Station Manager. Midwest preferred. Box 368, BROADCASTING.

Announcer—News, general, baseball as specialty. 26 years, married, 3-A. Now employed. Hold First Class Ticket. State complete offer first letter. Box 372, BROADCASTING.

Situations Wanted (Cont'd)

A STATION BREAK?—This may be a "break" for your station! 3A in the Army but 1A on the Air. Up and coming 23 year old announcer-producer at $45.00 weekly. Write Box 377, BROADCASTING.

Announcer—With First phone license, all types of experience, news and sports specialty. Draft exempt. Box 363, BROADCASTING.

SPORTS ANNOUNCER—Experienced, now employed top notch mid-west station. Legitimate reason for desiring change. Excellent play by play. Young, married, family, draft exempt. Best references. Established producer. Box 366, BROADCASTING.

HERE ARE MY QUALIFICATIONS—CAN YOUR STATION PROFIT WITH THEM?—12 years in radio, licensed operator, announcing, copy writing, 6 years selling and managing small network affiliate. Not interested in small community stations that need to be brought back to life. I'm looking for a tough job with an opportunity to make money and secure a permanent connection. Box 356, BROADCASTING.

Engineer—Fort Arthur College graduate, six years experience, radio telephone first, best recommendations. Salary must be adequate to meet present conditions, age 29, married. Box 375, BROADCASTING.

Seasoned Radio Sales Executive—Thorough, well-rounded advertising and time sales experience. Extensive agency and advertiser contacts. References. Box 354, BROADCASTING.

Must locate in Arizona or New Mexico—For family health. Now continuity chief in network station doing more local business than three other stations combined. Have agency, sales, promotion, and copy experience. Own health fine—draft exempt. Box 370, BROADCASTING.

Want good steady income—With radio station or agency. Offer seven years experience, continuity writer, producer, announcer. College grad., married, deferred. References. Box 376, BROADCASTING.

ATTENTION EXECUTIVES — Married man, 8 years radio executive, local and network; now manager small Southern station wants a chance in a larger field. Tops on program, news, sports, sales. Draft exempt. Sober. Prefer South. Box 357, BROADCASTING.

Manager—Draft deferred. 28 years, married. Now employed. Experienced with new stations. Anywhere in United States. Box 373, BROADCASTING.

Wanted to Buy

MONITORS—New or used broadcast modulation monitor and broadcast frequency monitor. Eight 833 tubes. State type, condition and cash price. Box 374, BROADCASTING.

Will Pay Good Price—For FCC acceptable frequency monitor any frequency. Faradon, Aerovox, Dubilier Mica capacitors any capacities, size ratings. Give information when writing. Box 353, BROADCASTING.

For Sale

Approved—1000 Watt Transmitter. Box 355, BROADCASTING.

Four New Wincharger 255 Foot Towers—Complete with beacons, guy wires, insulators, etc. Box 361, BROADCASTING.

Miscellaneous

If You Have Facilities For portable instantaneous recording equipment—Write us giving details regarding your equipment, price and territory covered. Box 381, BROADCASTING.

Famous Fellow

JOINING in the search to locate the St. Louis youth of an unindentified picture, alert Tom Rooney, promotion manager of KMOX, brought youth and fame together. It all started when a St. Louis newspaper first published the picture in question. A Paramount talent scout was interested and *Spot* Magazine printed an appeal for the youth's identity, directed to St. Louis readers in particular. Rooney, a reader, detailed *Spot's* quest for identity on his *Your St. Louis Reporter* program. A listener, James Guest, called to identify his brother Bill before the program's end. Paramount is now interested in this 20-year-old Washington U sophomore who first knew fame several years ago when he won the National Baton Twirling Championship.

KDKA Creates Section To Clear War Programs

CENTRALIZING authority for all war programs KDKA, Pittsburgh, has established a new department headed by Victoria Corey, according to James B. Rock, general manager. Recently, Mrs. Corey has been writing special radio programs for the Pittsburgh Civilian Defense Council, as a member of the publicity staff.

As coordinator of all war programs, she will continue her scripts in behalf of Civilian Defense as well as doing continuity for other special programs. It will also be her responsibility to clear and prepare for broadcast the heavy schedule of programs and announcements in behalf of Government and private agencies now being carried by KDKA.

LUDENS INC., Reading, has stipulated with the Federal Trade Commission to cease certain representations in its candy sales.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
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Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

NAB Group Considers Means Of Stating Radio Case at Probe

Successor for Kirby Is Discussed at Meeting Along With Tentative Agenda for Annual Convention

MEETING at the Hotel Roosevelt, New York, last Tuesday, the NAB Executive Committee stepped out of its official role and reorganized for the occasion as a special advisory committee to consider the most effective means of presenting the viewpoint of the broadcasting industry to the House Interstate & Foreign Commerce Committee when this body begins its hearings on the Sanders Bill (HR 5497) April 14.

Purpose of the shift in committee title was to include in the planning session network representatives Edward Klauber, chairman of the CBS executive committee; Frank E. Mullen, NBC vice-president and general manager; Frank M. Russell, NBC Washington vice-president. Full NAB Executive Committee membership was present at the meeting: Neville Miller, NAB, chairman; Don S. Elias, WWNC, Asheville; James D. Shouse, WLW, Cincinnati; John J. Gillin Jr., WOW, Omaha; Paul W. Morency, WTIC, Hartford; John Elmer, WCBM, Baltimore; O. L. (Ted) Taylor, KGNC, Amarillo. C. E. Arney Jr., assistant to the NAB president, attended.

Successor for Kirby

Same group, minus Messrs. Miller, Mullen and Arney, met again in the afternoon as the NAB Reorganization Committee to discuss several possible appointees for the post of public relations director of the industry trade association to replace Ed Kirby, who formally resigned last month from the position. On leave of absence for the past year as civilian advisor on radio to the War Department, Mr. Kirby is now becoming a commissioned officer, but will continue to head the Department's radio division.

No decision was made, it was announced following the three-hour afternoon meeting, which was adjourned until the day before the opening of the NAB National Convention in Cleveland May 11 when the Reorganization Committee will hold its next meeting.

At the morning session, Mr. Miller explained that the NAB has collected data for submission to Congress which prove the important position of the broadcasting industry in the nation today and has invited suggestions as to the best methods of presentation.

The consensus was reported as a sentiment that the present radio law is antiquated and should be altered to fit present day conditions. The broadcasting industry did not ask for these hearings, but it ought to take full advantage of the opportunity to present its case, the committee agreed.

While details of the plan of presentation discussed at the meeting were not disclosed, it is understood the group endorsed the general plan as outlined by Mr. Miller. Meeting also talked over the agenda of the forthcoming convention, which is still in the formative stage, but took no action regarding it.

MBS Billings Up

MBS billings for March totaled $1,053,444, an increase of 105.4% from the $513,774 billings for March, 1941. Cumulative billings for the first three months of 1942 were $3,016,141, up 106.4% from the total of $1,461,162 billed in the first quarter of 1941.

More Women at Controls

PREPARING to replace men at studio control posts if war demands for technicians necessitate it, WBBM, Chicago, on April 6 placed four women in studio control spots for a test. They are Isabelle Fairchild of the music department; Rose Hilliard of the statistical department; Eleanor Horn, holder of an FCC operator's license; Patricia Lunch, new to radio.

Last-Minute Postponement Is Possible In Radio Inquiry by House Committee

WHILE PLANS were in readiness for launching of hearings April 14 before the House Interstate & Foreign Commerce Committee on the Sanders Bill (HR 5497), possibility of an eleventh hour postponement was foreseen by Congressional observers. Absence of a quorum of the committee because of the quasi-recess of Congress might result in a short deferment, it was pointed out.

As BROADCASTING went to press Chairman Lea (D-Cal.) intended to open the proceedings promptly April 14 with initial testimony of the Federal Communications Bar Assn., which has urged revision of the 1934 Act.

Cox-Fly Feud

Meanwhile the House Rules Committee, considering the Cox Resolution (HRes 426) for a sweeping investigation of the FCC, was faced with a somewhat similar recess contingency. The Committee may meet this week, with plenty of action indicated because of the bitter feeling between Rep. Cox (D-Ga.), author of the resolution, and FCC Chairman James Lawrence Fly.

Disclosure that the Dept. of Justice is investigating charges of alleged improper activities of Rep. Cox in his purported representation of WALB, Albany, Ga., brought from the Congressman the promise that he would answer the "attempted smear" on the floor of the House. Chairman Fly is scheduled to make another appearance before the Committee at its next meeting [BROADCASTING, April 6].

If there is no adjournment of the Sanders Bill hearings, first witnesses are expected to be former FCC Chairman E. O. Sykes, as president of the Bar Assn., and Herbert L. Bingham, Washington attorney, former president, and chairman of its legislative committee.

NAB President Neville Miller is expected to appear later, probably the following week, since it has been indicated the committee will sit only two hours a day on Tuesdays, Wednesdays and Thursdays. Mr. Miller discussed with the NAB Executive Committee at a meeting in New York last Tuesday the scope of the industry's presentation.

Both NBC and CBS have announced their intention of pre... ing testimony. Because argu... are scheduled before the Su... Court of the United States ... the week of April 27 on the ... monopoly rules, the networks ... asked the Committee to defer ... presentations until the argu... completed. Thus, their appear... may be postponed until early ...

Other industry groups are ... pected to present testimony. ... Broadcasters Victory Cou... which heretofore has taken the ... sition that it would be inadv... to change the law during the ... emergency does not plan to ...

Chairman Lea has announced ... intention of inviting the FC... present testimony. There is ... possibility that the Cox Reso... ultimately will be referred to ... Lea Committee, as a means ... avoiding duplication of effort. ... that is done, the Committee ... retain special counsel and in... gators and take over the type of ... quiry advocated by Rep. Cox.

Drawn for BROADCASTING by Sid Hix

"The Nerve of That Station! Offering Record Changers Only $90 a week . . . and No Carfare!"

Hearing Is Set By F... On 1220 kc. 50 kw. P...

COMPETITIVE applications ... WGAR, Cleveland, and WA... Akron, for assignment to the ... kc. channel with 50,000 watts ... designated for hearing last week ... the FCC.

The channel, under the Hav... Treaty, originally was earma... for assignment in Michigan. ... steps are being taken for modi... tion of Treaty provisions to ... it available for use in Ohio [BR... CASTING, March 30].

Simultaneously, the FCC d... nated for consolidated hearing ... the WGAR and WADC app... tions that of WHBC, Canton, ... ing WGAR's facilities on 148... contingent upon the Cleveland ... tion procuring the 1220 kc. ass... ment. WADC, in its applica... proposed that WHBC be assi... to 1350 kc., the facility it w... vacate if 1220 is given the Al... area.

Irwin Steingut Is Nam... WLIB Board Chairm...

IRWIN STEINGUT, Democr... minority leader of the New Y... State Assembly, has been el... chairman of the board of WL... Inc., which is to operate WC... Brooklyn, under the new call ... ters of WLIB on 1190 kc. and ... cated in New York City when ... FCC approves a pending app... tion for transfer of control ... WCNW [BROADCASTING, March ... Relinquishing his 100% owners... of WCNW is Arthur Faske, ... founded the station in 1926, ... who is listed as one of the ... holders in the new WLIB Inc.

Other officers elected were: I. ... I. Godofsky, president and gen... manager; Aaron L. Jacoby, ... president; Mr. Faske, vice-p... dent and chief engineer; Wi... Weisman, treasurer; Louis ... Berne, secretary and sales m... ager. Construction of new st... at 846 Flatbush Ave. and ... transmitter plant at N... Creek, both in Brooklyn, is b... completed.

"NO MANUFACTURER CAN AFFORD TO ENTER INTO THE POST-WAR PERIOD WITHOUT ALL THE GOOD WILL HE CAN POSSIBLY LAY UP"

Says CARLE C. CONWAY
Chairman of the Board,
CONTINENTAL CAN COMPANY

"We recognize fully that no human being is so wise or so shrewd that he can forecast what the social and economic conditions governing business may be when the emergency is over.

"All that intelligent management can do is to emerge with plants ready to produce at the lowest possible competitive cost, with its present products improved by research and new products planned and tested; and, finally, with the name of the company engraved in letters of good will on the mind of its public, its customers, and its prospects.

"Management generally is recognizing that whatever conditions may be after the emergency, they certainly are going to be tough, and no manufacturer, however experienced or well established, can afford to enter into the post-war period without all the good will he can possibly lay up."

(AAAA–ANA Joint Meeting, November 14, 1941)

★ **To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION